

For Immediate Release

SieMatic Selected for Manhattan Luxury Residential Project

Award-winning architecture and interior design firm CetraRuddy handpicks SieMatic BeauxArts.02 kitchen for new upscale condo building on the Upper East Side

(Feasterville, PA, December 7, 2012) Award-winning New York City architecture and interior design firm CetraRuddy has handpicked SieMatic BeauxArts.02 kitchen cabinetry for its [200 East 79th Street](#) project. The 39 units in the newly constructed, 19-story luxury building by [Skyline Developers](#) on Manhattan's Upper East Side began selling October 9, 2012 for as much as 14 million dollars. The [SieMatic BeauxArts.02](#) kitchen was selected for its elegant style and eclectic fusion of traditional and contemporary elements, which epitomizes classic Upper East Side living.

Nancy J. Ruddy, founding partner of CetraRuddy, explains that the SieMatic BeauxArts.02 kitchen is the ideal complement to the upscale residences. "The building references classic prewar style, but with a contemporary twist," says Ruddy. "The blend of traditional and modern elements is showcased in the kitchen," she continues, pointing out that the firm's familiarity with SieMatic's product quality and style led them to the BeauxArts.02 collection.

CetraRuddy chose among the myriad SieMatic BeauxArts.02 elements, such as stainless steel drawer cabinets, glass wall cabinets with walnut interiors, mirrored toe-kicks, and faceted frame doors. "We created a uniquely elegant style, in keeping with the heritage of the Upper East Side, by mixing and matching components," Ruddy explains, specifically citing recessed door cabinets paired with a flush drawer profile. "The finished product resulted in a beautiful composition that creates a highly personalized design."

"The architectural character of the building, combining limestone, granite, and textured stone with ornamental accents, was a natural fit with the SieMatic BeauxArts.02 kitchen," explains Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "CetraRuddy recognized the synergistic potential of SieMatic BeauxArts.02 with the interior layout and exterior building design. They were able to take full advantage of the collection's broad range of customizable elements to clearly define their vision for the project."

SieMatic BeauxArts.02 is the centerpiece of the spacious gourmet kitchens designed by CetraRuddy, which feature a cook's hearth wall of large marble slabs and large range, stainless steel and lacquer cabinets, and



SieMatic BeauxArts.02 kitchens featured in Manhattan luxury residential project

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a grandly proportioned floating range hood. The accent wall combines magnolia white cabinetry with dark walnut wood interiors and light figured stone. “We have been looking for a kitchen with metal fronts, but previously no one made them to our quality standards,” says Ruddy. “We were thrilled to have had the choice of the stainless steel. The hearth wall, in combination with the beautiful cabinets, is somewhat reminiscent of a prewar mansion cook’s kitchen.”

SieMatic’s distinctive premier kitchens have gained significant market share in the commercial segment in recent years. The company’s experience with multiunit luxury projects spans North America, Europe, Asia, and the Middle East. Most recently, SieMatic brought an elevated level of luxury to [The Ritz-Carlton Residences](#) in Chicago. SieMatic offers its project partners individual design freedom through a personalized level of step-by-step service for its distinctive kitchen collections.

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 is centerpiece of CetraRuddy gourmet kitchens; Below: SieMatic BeauxArts.02 stainless steel fronts

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