

For Immediate Release

SieMatic BeauxArts.02 Launches at DCOTA

The new lighter, more linear design makes its debut in South Florida at the Design Center of the Americas

(Feasterville, PA, August 2, 2012) SieMatic, manufacturer of premium kitchen cabinetry, will launch its new SieMatic BeauxArts.02 kitchen collection at Design Center of the Americas (DCOTA) in Fort Lauderdale, Florida. The launch coincides with the Summer International Design at DCOTA special event, and will take place on August 9, 2012 when designer Mick Ricereto will deliver his keynote address on “International Trends in Modern Kitchen Design.” The event continues the gaining momentum that began with the fourth quarter 2011 US debut of SieMatic BeauxArts.02 in New York, followed by Boston and Charleston.

The new collection builds on the success of the iconic, original SieMatic BeauxArts collection, a collaborative design effort between SieMatic and Chicago-based designer Mick de Giulio, first introduced in 2006. While hints of the original SieMatic BeauxArts collection resonate throughout SieMatic BeauxArts.02, the redefined design includes new elements and proportions, in addition to new materials, colors, and door styles. Repetition of forms, colors, and materials give SieMatic BeauxArts.02 new 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.

“The exciting rollout of BeauxArts.02 in North American continues in South Florida, a region that has steadfastly served the design community for over 20 years,” says Hans Henkes, president and CEO of SieMatic Möbelwerke USA, who points out that the collection speaks more to consumer desire than need. “DCOTA visitors are among a growing consumer segment looking for a kitchen that’s more modern, yet has discriminate and subtle traditional elements that offer warmth and lend uniqueness.” According to Henkes, DCOTA, which reaches out to design professionals and enthusiasts throughout the US, into South America, and across the Caribbean, is an excellent showcase platform that will give high profile exposure to the SieMatic BeauxArts.02 collection.

Some aspects of the flagship SieMatic BeauxArts design appear in BeauxArts.02, but the overall design concept is noticeably simpler, explains Ashley Brown, design and sales manager of the SieMatic showroom at DCOTA. “BeauxArts.02 uses somewhat more subdued materials, compared with the original design,” she relays. “The result is an interplay of eclectic



Above: SieMatic BeauxArts.02 in Sterling Grey; Below: SieMatic BeauxArts.02 detail island

CONTACT

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

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materials, including stainless steel, glass, and lacquer that blend to create a sophisticated style that's more subtle and refined." Brown points out that the SieMatic BeauxArts.02 display at DCOTA will feature a striking detail cooking area with nickel gloss frame and matte center panel drawers.

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 in light NCS color; Below: SieMatic BeauxArts.02 glass door wall cabinets

CONTACT

Mary Beth Duehr
Duehr & Associates, LLC
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