

## For Immediate Release

### **SieMatic BeauxArts.02 and FloatingSpaces Showcase at EuroCucina 2012 in Milan**

The new SieMatic BeauxArts.02 collection and FloatingSpaces design concept drew enthusiastic crowds at this year's International Kitchen Furniture Exhibition

(Feasterville, PA, May 8, 2012) SieMatic, manufacturer of premium kitchen cabinetry, introduced SieMatic BeauxArts.02 and FloatingSpaces to the world at EuroCucina 2012 International Kitchen Furniture Exhibition in Milan, Italy. "Cosmopolitan," "urbane," "stylish," and "elegant," were some adjectives heard coming from visitors experiencing SieMatic's "new interpretation of the kitchen" at this year's event, held April 17-22. The tradeshow—the largest of its kind in Europe—was the perfect platform for showcasing SieMatic BeauxArts.02 and FloatingSpaces to an international audience there to see top global manufacturers, such as SieMatic, which designs kitchens more as a social gathering place than a utilitarian room.

EuroCucina 2012 attendees waited patiently for a closer inspection of the latest addition to the existing SieMatic BeauxArts Collection and the FloatingSpaces panel shelving system as crowds numbering in the hundreds of thousands filed past displays over the course of the six-day exhibition. The halls in which the SieMatic kitchens were showcased offered an open presentation that afforded views from all angles. Broad walkways with benches and tables surrounding the displays invited visitors to linger and discuss the nuances of the new designs staged before them under theater lighting. Said Ulrich W. Siekmann, CEO and owner of SieMatic Möbelwerke, of SieMatic's showing, "The expressive composition of new materials showcasing this year that we've incorporated to complement our contemporary, minimalist designs are an invitation to exercise one's individual style in an entirely new and different way."

A lighter, more linear design defined by new elements and proportions was the clear message taken away from EuroCucina 2012 with regard to the relatively new SieMatic BeauxArts.02 design, which launched early last year in Cologne, Germany before debuting later that fall in the US. The new design was a collaborative effort, as was the original, first introduced in 2006, between SieMatic and Chicago-based designer Mick de Giulio. EuroCucina 2012 introduced visitors to the new interpretation of the collection, which again redefines conventional standards of the traditional kitchen with new elements, materials, colors, surfaces, and proportions in a streamlined design. Highlighted by gloss and wood surfaces with luminous stainless steel accents, SieMatic BeauxArts.02 displays at EuroCucina 2012



**Above: SieMatic BeauxArts.02 in Lotus White gloss lacquer; Below: SieMatic BeauxArts.02 with ebony walnut cabinet interiors**

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included a high-gloss, Lotus White layout with handle-free base cabinets accompanied by tall, glass-door cabinets. Also displayed was SieMatic BeauxArts.02 in Sterling Gray finish with ebony walnut cabinet interiors.

FloatingSpaces by SieMatic was a design concept that resonated with EuroCucina 2012 visitors, trade and general public attendees alike. The message—the kitchen is no longer merely a food preparation station—was again on target, and well received. FloatingSpaces variable panel system displays demonstrated bridging the gap between the home's living area and kitchen. The continuity of the living room into the kitchen was aptly illustrated in the warm Honey Walnut display at the exhibition, which, through the interplay of matt panel surfaces, tied in sophisticated accents with eclectic arrangements, colors, and materials that offered contrast to the cool stainless steel of SieMatic BeauxArts.02. The result was a kitchen/living room integration that blended together cooking, living, technology, and aesthetics.

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 FloatingSpaces integrating SieMatic SE 4004 E in Graphite Oak matt veneer; Below: SieMatic FloatingSpaces integrating SieMatic SE 5005 L in Lotus White gloss lacquer**

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