

## For Immediate Release

### **SieMatic BeauxArts.02 San Francisco Launch**

Architecturally-rich San Francisco market welcomes SieMatic's iconic collection that is as eclectic in design as the city is diverse

(Feasterville, PA, April 30, 2013) SieMatic has introduced its SieMatic BeauxArts.02 collection to the San Francisco market. The West Coast launch took place in the SieMatic San Francisco showroom on March 20, 2013 at an event cosponsored by California Home+Design. The collection was well received by a guest list of select designers and architects who experienced first-hand the collection's distinctive design that sets it apart from the traditional kitchen.

"San Francisco has such architectural diversity, from picturesque Victorian row houses to the futuristic-looking Transamerica Pyramid," says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. "The SieMatic BeauxArts.02 design embodies the essence of the city's contrasting structural landscape, with its commingling of classic and modern elements. The collection is harmonious with the market's unique sense of lifestyle."

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 its 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.

"SieMatic BeauxArts.02 is a modern interpretation of the classic kitchen," says Cathy Buiser, SieMatic San Francisco showroom manager. "The design ties in contrasting elements that unify to produce a unique air of elegance and sophistication. I believe in a city, such as ours, that prides itself on its uniqueness, the collection will resonate on a grand scale. This became quickly evident by the overwhelming enthusiasm during the showcasing at our launch event."

The collection is lighter in materials and more pared down than the original SieMatic BeauxArts design, which was born of collaboration between SieMatic and Chicago-based designer Mick de Giulio in 2006. The display at the SieMatic San Francisco launch event featured polished nickel and glass cabinets with high-gloss lacquer interiors in Sterling Grey that matched the recessed panel base cabinets. The island included a sliding stone door system in Bianco River composite. Stainless steel appliance fronts and



**Above: SieMatic BeauxArts.02 launch display at SieMatic San Francisco; Below: SieMatic San Francisco**

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extractor hood in the cooking area added dimension and depth to highlight the collection's new linear design.

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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From left: Todd Sotkiewicz, president *California Home + Design*;  
Rosalind Zukowski, manager brand partners *California Home + Design*;  
Hans Henkes, president and CEO SieMatic Möbelwerke USA;  
Cathy Buiser, SieMatic San Francisco showroom manager; Will Adams, SieMatic San Francisco design sales

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