

For Immediate Release

SieMatic New York Named *K+BB* Showroom of the Year

Company's flagship showroom recognized by leading kitchen and bath trade publication for creating unexpected, sensory "apartment style" experience

(Feasterville, PA, October 7, 2014) *Kitchen and Bath Business (K+BB)* magazine recently named SieMatic New York "Showroom of the Year." The magazine announced the showroom in the A&D Building in New York City as the winner of the 2014 Design Award competition on September 3, 2014. SieMatic New York was one of 55 project submissions that were critiqued by a panel of judges on aesthetics, functionality and efficiency, solutions to challenges, and fresh thinking. The showroom's unique layout concept features two distinctive "apartments," each allowing visitors to experience SieMatic cabinetry in a one-of-a-kind residential-style environment that is warm, welcoming and elegant.

The award-winning showroom design, which presents SieMatic's full product line, was conceived by renowned Chicago-based designer Mick de Giulio and developed in collaboration with designer Mick Ricereto, and the SieMatic team under the direction of André Backemeier, head of corporate architecture. The showroom's two distinctive apartment settings are a departure from the typical vignette layout visitors have come to expect in a kitchen and bath showroom. In contrast, SieMatic New York allows visitors to immerse themselves in an environment that mirrors New York City apartment lifestyles. While one apartment features the classically appointed [SieMatic BeauxArts.02](#), the other showcases the more contemporary [SieMatic S2](#), both conveying a sense of modernity and timeless elegance.

SieMatic New York received the majority vote endorsement as top kitchen showroom of the year from a prestigious judging panel for *K+BB magazine's* 2014 contest, including Chantal Devane of Devane Design, Christopher Grubb of Arch-Interiors Design Group, Ebony Stephenson with Criner Remodeling, and David Stimmel of Stimmel Consulting Group. SieMatic New York celebrated its newly redesigned showroom with a [grand reopening event](#) in March 2014.



Above: Classic SieMatic Beaux-Arts.02; below: Contemporary SieMatic S2

CONTACT

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

For Immediate Release

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.

#

CONTACT

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