

For Immediate Release

SieMatic New York Redefines the Kitchen Showroom with Grand Reopening Event

New concept showcases kitchen interior design through New York City “apartment experience”

(Feasterville, PA, March 21, 2014) SieMatic unveiled its redesigned New York City showroom in the A&D Building with its grand reopening event on March 6, 2014, cosponsored by *VERANDA*. The groundbreaking new showroom features SieMatic’s full product line presented in two distinct “apartments.” This innovative concept allows visitors to experience SieMatic’s sophisticated cabinetry designs in a residential-style environment that is warm, welcoming and elegant.

“What makes this showroom exceptionally unique is that rather than lining up typical vignettes, we’ve created an authentic ‘experience’ in the form of two individually-styled New York City apartments,” says Hans Henkes, president and CEO of SieMatic Möbelwerke USA. “Visitors are immersed in a true sensory environment,” he adds, noting the residential setting makes guests feel at home and think, “I could live here.”

The new showroom speaks to SieMatic’s philosophy that kitchen design is about freedom rather than constraint. The company’s brand attracts consumers with a refined appreciation for quality, according to Henkes, who cites the term “irrational exuberance,” popularized by former Chairman of the Federal Reserve Alan Greenspan. Henkes flips the term, explaining, “Today’s SieMatic client is about ‘rational exuberance,’ meaning that while they insist upon upscale details and quality, it’s with a sensible approach that’s as functional and practical as it is luxurious.”

Renowned, Chicago-based designer Mick de Giulio conceived of the concept for the layout of the revamped showroom. De Giulio’s concept was brought to fruition with the collaboration of designer Mick Ricereto and the SieMatic team at its German headquarters under the direction of André Backemeier, head of corporate architecture and design.

Offering a preview of what’s to come, the showroom entrance embodies the eclectic personality of New York City itself with a timeless elegance. Warm Ebonized Walnut veneer paneling surrounds the glass entry doors, and chevron wood floors lead visitors into the warm and inviting modern space.

Inside, a classically appointed apartment features the SieMatic BeauxArts.02 in a transitional and textural style. The SieMatic BeauxArts.02 kitchen



Above: Ribbon Cutting (left to right) Kate Flaherty, Merchandise Mart VP of leasing; Ulrich W. Siekmann, SieMatic CEO & owner; Hans Henkes, SieMatic president & CEO; Below: SieMatic New York showroom entry with ebonized walnut panels

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

is showcased in a new interpretation of the original design, both a collaborative effort between SieMatic and de Giulio. The light, linear SieMatic BeauxArts.02 offers distinctive features, including stainless steel and glass door cabinets, ebonized walnut interiors, polished nickel handles, dark ebonized walnut flat-door fronts, mirrored toe kicks, and sterling grey framed drawers in a gloss finish. Though the apartment is in a more traditional layout, the display incorporates contemporary elements from a handle-free design to a wet bar in Graphite Grey gloss, both borrowed from the company's ultra-modern SieMatic S2 kitchen. The wet bar is surrounded by cabinets and paneling in Agate Grey matt for an elegant, contrasting finish.

A second, more contemporary and minimalist apartment shifts the main focus to the SieMatic S2 cabinetry collection. The technologically advanced, handle-free design is enhanced with SieMatic's FloatingSpaces variable panel system, which merges the home's living area and kitchen. The design is featured in Honey Walnut, and includes a butler's pantry made with the original SieMatic BeauxArts cabinetry in Magnolia White high-gloss lacquer. Featuring a table cantilevered off the center island, the kitchen reflects today's popular open-plan layout. Enhanced by Lotus White cabinets in SieMatic's new SimiLaque finish—a unique material that combines laminate and lacquer—this display represents modern kitchen design in its purest form. A touch of homey warmth is added with a furniture-style credenza that is stylized with ebonized walnut drawers with a faceted frame punctuated by elegant polished knob pulls.

SieMatic's innovative showroom displays kitchens with a full array of veneers, lacquers, and laminates in matt and gloss finishes. "Those familiar with the brand, as well as those just becoming acquainted with it, will leave the innovative apartment-style showroom with a new appreciation for the melding of traditional, transitional, and modern styles," says Henkes. "By showcasing real living spaces, we've created a new experience with familiar aspects for a completely original interpretation."

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.

#



Above: Wet bar in Graphite Grey gloss, SieMatic S2 set in Agate Grey matt paneling; Below: SieMatic BeauxArts.02 with polished nickel and glass pantries, Sterling Grey gloss lacquer island, and integrated fridge with ebonized walnut gloss veneer paneling

CONTACT

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