

SieMatic Hosts Modernism Week Signature Home Tour Event with Gaggenau

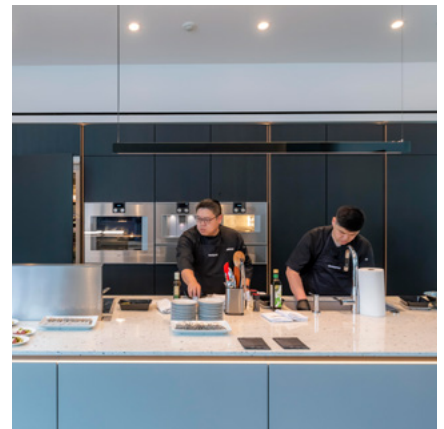
Private tour brought together 25 designers and Mid-Century enthusiasts

(Palm Springs, CA, March 26, 2024) Twice a year, **Modernism Week** celebrates Mid-Century Architecture and Design, with more than 120,000 devotees and fans flocking to Palm Springs. This year, SieMatic was honored to be featured within the 11-day event's Signature Home Tour, in a Mid-Century masterpiece home designed by **Mark W. Daniels, AIA**. On February 20, the manufacturer of premium kitchens, alongside appliance maker Gaggenau, hosted a private home tour for an exclusive group of designers, architects, and art enthusiasts.

Created by kitchen designer Matthew D. Rao of RAO Design Studio, Inc. in Atlanta, the home's stunning kitchen is sleek and minimal yet highly functional. Using SieMatic's innovative **SLX** cabinetry, Rao's design elevates with the home's Mid-Century style without overpowering it. LED lights within the recess channels of the cabinetry's handle-free design add a warmth that appears to glow from within. Rao fully outfitted the kitchen in Gaggenau appliances, including an oven, steam oven, and espresso machine.

"Mark Daniels worked brilliantly with SieMatic and Gaggenau to design this exquisite kitchen that is beautiful on its own but isn't overwhelming—it blends harmoniously within the home's open concept just as the house itself blends with the landscape," said Hans Henkes, President and CEO for SieMatic USA. "We knew this project was special and were thrilled to showcase it with a select group of designers and enthusiasts."

During the private event February 20, SieMatic and Gaggenau provided a private tour of the home to 25 exclusive invitees. A private



Photos by David A. Lee Photography

Above: Sleek and minimal, yet highly functional SieMatic SLX kitchen is backdrop for celebrating Modernism Week in Palm Springs; below: Left to right, Rainer Mueller, SieMatic Director of Sales North America, homeowner, Matthew D. Rao, RAO Design Studio, Inc., interior designer Sharon Kiss of Ambiance Interiors, Hans Henkes, President and CEO SieMatic USA

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chef prepared appetizers using the Gaggenau equipment, served to guests alongside select wines and non-alcoholic beverages.

“The Signature Home Tour is a must-do for any admirer of Mid-Century Modernism, as there’s nothing quite like seeing these exquisite, enduring designs in person,” said Heather Ryan, Director of Sales & Marketing for Gaggenau. “Our event in partnership with SieMatic gave our guests the opportunity to not only see this home but also to experience its lifestyle, particularly the kitchen.”

About SieMatic

SieMatic is a premium kitchen brand with a long history and an international reputation for excellence in design, timeless elegance, and a high level of functionality. The company’s constantly evolving reinterpretation of the modern kitchen is exemplified by the design principle behind its three style collections: **PURE**, **URBAN**, and **CLASSIC**. SieMatic products are manufactured in Germany under environmentally responsible standards with a commitment to providing distinctive kitchen solutions. They are available in over 60 countries throughout five continents. For more information about SieMatic and its products, call (215) 604-1350 or visit siematic.com.

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Above: Private chef prepares appetizers while guests experience beauty and function of Mid-Century-inspired SieMatic kitchen and rest of home; below: Rainer Mueller, SieMatic Director of Sales North America, demonstrates innerworkings of SieMatic SLX kitchen while hors d’oeuvres are prepared