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*SieMatic 2017*

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**SieMatic style world concept wows in Cologne Furniture Fair metropolis.  
Presented in the new "SieMatic am Ring" showroom, January 16th to 19th, 2017.**

*Cologne/Löhne, Germany, January 16-19, 2017* "Your Lifestyle – Your Kitchen": With this theme, SieMatic welcomes international kitchen specialists, interior designers, and journalists as part of this year's Cologne Furniture Fair from January 16 to 19 in the new "SieMatic am Ring" showroom. Visitors are invited to an inspiring journey through the three SieMatic style collections PURE, URBAN and CLASSIC, which reflect today's most popular international styles in interior design.

In a prime downtown location in the booming Rhine metropolis of Cologne, design-oriented kitchen enthusiasts can now stroll through the timelessly elegant style collections of SieMatic at Kaiser-Wilhelm-Ring 40 between the Gerling Quarter, City Park, and Mediapark. With its modern boutique character in the midst of historic structures, the new Cologne studio radiates an exclusive atmosphere and invites visitors to become inspired by modern design and technological trends for the kitchen.

A consistent commitment to internationally stylish design of timeless elegance characterizes the SieMatic brand like no other in the kitchen industry. This has been documented not only with numerous design awards from internationally renowned institutions, but was recently honored in particular by the German Design Council, who awarded SieMatic the "German Brand Award 2016 GOLD."

### **The SieMatic style collections: Lifestyle rather than kitchen**

Each of the SieMatic style collections is a stage for its own contemporary life philosophy, which is expressed not only in the design of the furniture and the choice of colors and materials, but also in holistic room planning concepts that reflect the personality and individual lifestyle of a space's owners.

### **PURE: The aesthetics of restraint**

Peace, harmony, and reducing design to the essentials are the hallmarks of the PURE style collection. Characteristic of this style are room design concepts in which the functions of the kitchen are integrated perfectly and discreetly into the architecture. The elegant, minimalist language of form of the furniture elements emphasizes the lasting quality of select materials and their precise workmanship down to the smallest detail – whether precious wood, sumptuous stone, gleaming metal, high-quality laminate, exclusive lacquers, or SieMatic SimiLaque. The new SieMatic AntiPrint finish reduces fingerprints even on silky matt lacquered surfaces.

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### **CLASSIC: The art of combining tradition and modernity**

The SieMatic interior design concepts for the CLASSIC style collection offer options that go far beyond those of traditional kitchen planning. They make it possible to play with styles and thus combine classicism's characteristic love of detail with the clarity of the modern world. The creative mix of materials, influenced decisively by the American designer Mick De Giulio, uses glass, stainless steel, and even wood to create brilliant accents for highly individual compositions of the classic kitchen.

### **URBAN: Design without dictates; planning without limits**

The intuitive juxtaposition of carefully selected, seemingly contrasting objects tells the story of a mobile, social generation: "Do it yourself – do it together". Flexible, "solitaire" freestanding design plays a role that is just as characteristic as the mixture of open and closed shelving in the SieMatic style collection URBAN. Accessories like the herb garden lend "green" accents and bring nature into city apartment style. A signature piece of the urban style collection is the SieMatic 29: a re-interpretation of the classical sideboard that received the German Design Award 2016 in GOLD for its both functional and aesthetic qualities.

### **Finishes: Elegant and refined touch**

Among interesting new surface solutions is the SieMatic "AntiPrint" coating. It prevents fingerprints where they disturb the most, on furniture pieces with high-quality matt surfaces in "SieMatic SQ lacquer" or the new "silk matt SieMatic SimiLaque." This finish is not only available throughout the SieMatic ColorSystem, but also for the 1,950 NCS hues of the SieMatic Individual ColorSystem.

For new, timelessly elegant design options with precious wood, the SieMatic finishes "platinum grey oak," "truffle oak" and "smoked oak" are available in the high-quality craftsmanship of SieMatic veneer finishes for cabinets. Textured grain or glossy lacquered wood surfaces make for captivating back panels and internal drawers in SieMatic cabinets behind glass doors.

### **Features: Perfect harmony inside and out**

With the Aluminum Interior Accessories System for drawers and pull-outs and the MultiMatic Aluminum organization system for tall, wall and base cabinets, SieMatic developed its own materials and design language for the "inner workings" of the kitchen, and now a number of new, intelligent and thoughtful functional storage elements are being introduced for pantries, corner cabinets and more to ensure optimum use of storage space. All details are exclusive SieMatic developments, individually customizable and flexible, that together form a harmonious whole characterized by a high-quality aluminum effect.

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### **Preferring the best**

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. Exclusive SieMatic showrooms and quality retail specialists showcase the design principle behind the company's three design themes – URBAN, PURE and CLASSIC – in constantly evolving reinterpretation in more than sixty countries. Since its founding in 1929, SieMatic has dedicated itself to the quest for perfection in the realization of individual interior design solutions. The company is currently headed by third-generation managing partner Ulrich W. Siekmann. Responsible, sustainable business has always been the company's philosophy. The company's products are manufactured in Germany under eco-friendly conditions.

*Additional SieMatic press releases in German and English, as well as images available for download, can be found using the QR code below or at [www.siematic.com/press](http://www.siematic.com/press).*



### **Captions**

SieMatic PURE style collection: The aesthetics of restraint

01 The purist design language of this compactly planned, handle-free SieMatic with its perfectly aligned joints shows off the choice of high-quality materials in polished stainless steel combined with matt lacquer in "graphite grey" to their full advantage.

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02 Elegantly combining cooking and enjoying food is not a question of the available space. This ensemble of tall, wall, and base cabinets seems like a single piece of furniture and meets the highest demands for all the technical functions of a kitchen. The minimalist outer aesthetics conceal sophisticated ideas, such as handle-free doors and pull-outs that open automatically at just a light touch, or the disappearing tall cabinet door, which can make electrical appliances "invisible" when not in use. So that nothing disturbs the sophisticated atmosphere.

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03 + 04 This design example in veneer, characterized by a striking design with clean lines and even surfaces, demonstrates the art of omission typical of the SieMatic style collection PURE. All drawers and doors open automatically with a gentle touch. Here, true quality comes into play: Elegant wood was selected for cabinet doors and the kitchen island prep area in "smoked oak," which brings together shades of color from the sensitive room design in its vibrant, vertical grain. The gloss of widely used stainless steel provides dramatic contrast. This design example in high-

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quality veneer finishing and characterized by countertop and side panels with a 1 cm edge framing the island, unobtrusively integrates advanced downdraft extractor technology.

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SieMatic CLASSIC style collection: The art of combining tradition and modernity

05 + 06 The symmetrical arrangement of furniture with strong black and white contrasts and door fronts with a faceted frame are classic themes of interior design that SieMatic gives a completely new and modern interpretation with wide use of steel and graphic, elegant cabinets in a matt black hue from the SieMatic ColorSystem. Characteristic features include a combination of matt and gloss surfaces, light and dark materials, and smooth and contoured door fronts – without handles and with handles in “black matt,” also available in “polished nickel,” which can also be found in the delicate metal shelving and beveled drawer fronts. The delicate 1 cm look of countertops and side panels in stainless steel forms an elegant border to the island.

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07 A signature piece of the SieMatic style collection CLASSIC: the extraordinary, streamlined interpretation of the classic “Chinese wedding cabinet.” On the exquisite “matt black oak” veneer are gleaming accents of hardware, handles and nobs in “polished nickel.” The new freestanding piece is a unique feature not only visually but also functionally: it has approximately 1,400 liters (50 cubic feet) of storage space and is available in various versions, either as a china cabinet or with refrigerator or freezer appliances. Refined taste: When recessed in the wall, the cabinet looks particularly sleek and decorative despite its dimensions of 132 x 231 x 72 cm.

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SieMatic URBAN style collection: Design without dictates; planning without limits

08 The spacious, open interior design shown here in the SieMatic style collection URBAN combines elements in “graphite oak” and stainless steel. It brings together indoors and out, heart and mind, work and relaxation, and professional functionality and domestic warmth. The unconventional L-shape, highly functional equipment and breakfast bar turn the kitchen island into a “work center” for communication, from which you can enjoy the greenery with a view across the small herb garden. Cool stainless steel finishes are a captivating contrast with warm “graphite oak.” Side panels and countertops with a 1 cm look and delicate handles underline the timeless elegance of this urban design.

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SieMatic interior accessory systems: Perfect harmony, inside and out

09 + 10 New intelligent, thoughtful SieMatic-exclusive functional storage elements are expanding the MultiMatic interior accessory system for tall, wall and base cabinets, complementing the characteristic material and design language that emerged with the SieMatic Aluminum Interior

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Accessories for drawers and pullouts. SieMatic interior accessory systems can not only add up to 30% more storage space, but also bring interiors into harmony with kitchen surfaces. Creating order has never been so much fun.

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SieMatic am Ring: Timelessly elegant design in a historic setting

11 + 12 In the prime downtown location and historic ambience of Cologne's Kaiser-Wilhelm-Ring, "SieMatic am Ring" presents timelessly elegant design for the kitchen in the three SieMatic style collections PURE, URBAN and CLASSIC. With its modern boutique character amidst historic buildings, the new Cologne SieMatic Exclusive Studio radiates an exclusive atmosphere and invites visitors to become inspired by individualized room design concepts.

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For additional information:

België:

SieMatic België

Nicole Hastinckx, Tel.: +32 (3) 6582526, n.hastinckx@siematic.be

France:

Delprat Relation Presse (DRP)

Laetitia Aubert, Tel.: +33 (0) 171703838, laetitia@relationpresse.com

Ibérica & América del Sur:

SieMatic Ibérica

Sven Behrmann, Tel.: +34 (96) 3931785, s.behrmann@siematic.es

Nederland:

Prins PR

Eline Prins, Tel.: +31 6 26 360 460, eline@prinspr.com



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United Kingdom:

SieMatic Holding GmbH UK

Bernard Otulakowski, Tel.: +44 (0)161 2466010, [info@siematic.co.uk](mailto:info@siematic.co.uk)

USA:

SieMatic Möbelwerke USA

Hans Henkes, Tel.: +1 (215) 604-1350, [h.henkes@siematic.com](mailto:h.henkes@siematic.com)

Other Countries:

SieMatic Möbelwerke GmbH & Co. KG

Matthias Weiß, Tel.: +49 (0)5732 67-331, [m.weiss@siematic.de](mailto:m.weiss@siematic.de)