

SieMatic

Press release

SieMatic 29 receives the German Design Award 2016 in Gold An exquisite honor for a unique piece of furniture

Löhne, October 26, 2015 The coveted German Design Award is the premium international prize given by the Council for Design [Rat für Formgebung] and is one of the most prestigious design competitions in the world. The German Design Award in Gold stands for top performance in international design: In each category of the German Design Award, this special title is awarded just once a year to the very best of the best.

In 2016, one of these Gold winners is a development from SieMatic that is as unique as it is distinctive: SieMatic 29 is the latest, surprisingly versatile reinterpretation of the traditional kitchen sideboard, the furniture piece that won the company its first success after its founding in 1929 in the city of Löhne in eastern Westphalia, Germany.

The unmistakable silhouette and delicate legs distinguish the timelessly elegant, solitaire character of this piece of furniture, which was developed in cooperation with the young Berlin design team KINZO. It can be customized in size, color and materials and can be equipped with numerous modern kitchen functions including: sink, stovetop, exhaust hood, lighting, power outlets, and USB charging stations.

The SieMatic 29 constitutes a characteristic element of the latest and most unconventional of the three SieMatic style collections: URBAN. The style is marked by exciting contrasts, which emanate from the intuitive, freestanding design of select objects.

"THE INTERPLAY OF INTENSITY AND COMPOSURE, FAMILIARITY AND SURPRISE: THESE ARE THE ESSENTIAL INGREDIENTS OF URBAN LIFE". ULRICH W. SIEKMANN, SieMatic CEO

Preferring the best

SieMatic is a premium brand with a long history, and has gained an international reputation for excellent 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 style collections – 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 and to

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the elaboration of ever more distinctive solutions. The company, which is headed by CEO Ulrich W. Siekmann, has always prioritized corporate social responsibility in all of its activities. To this end, the company's products are manufactured in Germany under eco-friendly conditions.

Press release and images can be downloaded via the QR-code or at www.siematic.com/press



Captions to illustrations – SieMatic style collection URBAN

01 Urban life

Unconventional contrasts between carefully selected objects; standalone units; and intuitive combinations of thematic opposites are the hallmarks of the URBAN style collection. Its characteristic element is the SieMatic 29 sideboard.

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02 + 05 Unveiling of the SieMatic 29 sideboard

The SieMatic 29 sideboard features a fresh and contemporary interpretation of traditional kitchen cabinets; the unit is also highly practical and versatile.

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03 Urban ensemble

Individually configurable cabinet combinations are the ideal practical complement to the SieMatic 29. These cabinets are available in various widths, with closed doors or open shelves, and allow for the installation of ovens, dishwashers and refrigerators.

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04 Urban life

Unconventional contrasts between selected objects; standalone units; and intuitive combinations of thematic opposites are the hallmarks of the URBAN style collection. Its characteristic element is the SieMatic 29 freestanding cabinet – which also pays homage to the history of the company and its first success with kitchen sideboards.

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06 + 08 Distinctive functionality

The niches shown here lend themselves to a broad range of designs in terms of colors and materials, and can be customized to accommodate sinks, cooktops and other kitchen elements.

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07 Distinctive design

The design of the SieMatic 29 is notable for its slanted and rounded side panels, which create a distinctive silhouette. The SieMatic 29 also features legs that lend the cabinet the lightness and character of individual pieces of furniture.

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