

Premiere at eurocucina in Milan!

SieMatic presents the future of the kitchen: S1

Löhne/Milan, April 2008. What part will the kitchen play in our lives in the future? What will influence our lifestyle, our leisure activities, and our use of modern media? What functions in a kitchen are technically feasible - and what constitutes a true enrichment? SieMatic has the answer to these questions with the new: SieMatic S1.

With the SieMatic S1, the company provides a completely new interpretation of the kitchen as a living space. At the eurocucina Trade Fair in Milan, where this latest development is being presented to the international audience for the first time, Ulrich W. Siekmann, head of SieMatic Möbelwerke, explains, "The future of the kitchen is not something for tomorrow; it starts today. For a long time the kitchen was viewed as a work room clearly separated from the living and eating areas - in the future it will act much more as a Great Room, in which family and friends come together. In our S1 you will enjoy not only the cooking, but all of the family's activities." For instance, it is possible to integrate TV, CD, DVD, radio, Internet, and an iPod charging station as desired - all with sophisticated acoustics. An ingenious lighting system allows to create individual color moods adjusting to the time of day and the occasion.

The SieMatic S1 is a true design object not only because of the striking design esthetics, but also for the many surprising functional options it offers. That is also confirmed by the internationally renowned "red dot awards", who recently gave the SieMatic S1 its top award as "best of the best" for the highest design quality. An additional four design details also received the coveted "red dot award: product design 2008".

Creative use of recurring elements

The purist design language and the creative use of recurring elements are typical: proportions in a ratio of 1 to 4 centimeters, but also seemingly contradictory textures of the material such as smooth and structured, matt and glossy, warm and cool. The



selected materials, such as piano lacquer in lotus white or truffle grey and elegant, luxurious woods, as well as details such as door panel design based on aircraft construction, reflect the extraordinary quality and absolute precision, which the design team of Martin Dettinger (Munich); Ivo Schelle and Jonas Kressel (Hamburg), have set as the standard for the development of this innovative kitchen system.

At the same time, the combination of light metal and dark sukupira wood or light oak emphasizes the natural quality of the materials that give the kitchen the familiar warm ambience and timeless character typical of SieMatic. Siekmann is convinced: "With S1 we demonstrate that minimalist design combined with high-quality materials appeals not just to purists."

Ingenious solutions behind handle-less front panels

The minimalist design is continued in the handle-less front panels. For SieMatic S1, the company developed a new generation of handles - MaticMotion - the world's first pushbutton kitchen handle! Almost invisibly integrated in the drawers, MaticMotion makes it possible to open drawers gently with a light push of a button. Siekmann: "With S1, the handle-less kitchen – first perceived and invented by SieMatic - has really arrived."

The minimalist front panels conceal uniquely versatile internal features - MultiMatic II - which has been engineered and designed exclusively for SieMatic S1. The system elements made of oak and aluminum are just as versatile and individual as the interiors of the drawers, which feature non-slip GripDeck drawer-bottoms of oak and rubber, modeled after the deck of a luxurious Sailing Yacht.

A utility conduit that seals the countertop along the wall also offers storage for everything that has to be handy but should be hidden - from cooking utensils to electrical connections.



Control all integrated functions with the SieMatic SmartBoard

The centerpiece of the S1 is the SmartBoard: The controls for all your consumer electronics and many other integrated functions are at your fingertips. Furthermore with the SmartBoard you can control the color mood individually, thanks to modern light-emitting-diode (LED) technology. Other characteristic features are the powerful extractor hood developed especially for SieMatic S1, as well as an intelligent faucet system that combines all the controls in a moveable head element, so it can be operated easily - even when you have only one hand free.

SieMatic S1 accommodates personal style not just in rooms of generous dimensions. In a small space, it offers a wide variety of elegant planning solutions based on its clear, minimalist design.

As Siekmann puts it, "A minimalist kitchen design and state-of-the-art technology, but also vital and livable." In summary of the latest development from SieMatic: "It is a combination of living and cooking areas and all the ingeniously engineered details - from the first "pushbutton" handle and MaticMotion, to the integrated consumer electronics - make the SieMatic S1 the kitchen for all your senses. It is our vision of the future of living at home."

At the international trade fair premiere of the SieMatic S1 in Hall 18, Stand C 01 - D 02 we present:

SieMatic S1_truffle grey

SieMatic S1_lotus white matt

SieMatic S1_velvet oak

SieMatic S1_sukupira graphite

