

SieMatic

Press release

The SieMatic CLASSIC collection: timeless design revisited

Löhne, August 2015. Based on a new design principle, SieMatic is launching three new designer kitchen cabinet collections: CLASSIC, PURE, and URBAN. CLASSIC reflects the world of classic design. PURE is all about modern style. And URBAN has a cosmopolitan feel, in that it combines various styles. The CLASSIC collection is notable for its timeless and elegant look, featuring new interpretations of the venerable Beaux Arts architectural style that were created in collaboration with Chicago-based designer Mick De Giulio.

A timelessly elegant blend of styles

Out of “classic” interior design emerges a new, multi-faceted collection that is opulent or understated, steeped in tradition or pathbreaking. Timeless elegance and a cozy atmosphere are no longer mutually exclusive. Against this backdrop, the CLASSIC collection stands for distinctly subtle design featuring extravagant elements: glass and gloss provide lightness and transparency, while contoured fronts provide a classic feel. The style of the collection also features various aluminum and stainless steel cabinet models in a matte, brushed or glossy finish. When inventively combined, this mix of styles yields a unique and timeless look.

Re-interpretations of the Beaux Arts style

The CLASSIC collection is notable for its new interpretations of the venerable Beaux Arts architectural style that were created in collaboration with Chicago-based designer Mick De Giulio. Here, elegant metallic fronts have been combined with glossy dark ebony wood, matte or glossy painted finishes, or glass and exclusive StoneDesign countertops. Glass doors with polished metal frames create glossy accents for high, wall, and low kitchen cabinets.

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 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 and to the elaboration of ever more distinctive solutions. The company, which is

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SieMatic

Press release

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.

Captions for the SieMatic CLASSIC collection

01 Classic design, re-imagined

The CLASSIC collection is notable for its timeless and elegant look, featuring new interpretations of the venerable Beaux Arts architectural style that were created in collaboration with Chicago-based designer Mick De Giulio.

02 A timelessly elegant blend of styles

Glass and gloss provide lightness and transparency, while contoured fronts yield a classic feel. Here, elegant metal fronts have been combined with low cabinets with an SQ glossy-black paint finish from the individual ColorSystem, as well as high cabinets featuring glass doors with a glossy nickel finish.

03 and 04 A cozy atmosphere

The SieMatic CLASSIC collection offers timeless elegance and a cozy atmosphere. The collection is notable for its distinctly subtle designs featuring extravagant elements. Here, modern kitchen cabinet designs in SQ lotus white matte paint have been combined with a Chinese wedding cupboard.

05 High-contrast combinations

The SieMatic CLASSIC collection combines materials, forms and colors, light and dark, matte and glossy, cool and warm. Here, high cabinets in glossy ebony create an elegant contrast with the white finish of the low cabinets and the island.

06 Timeless elegance

Authentic materials such as glass, and glossy wood, in combination with metal surfaces such as stainless steel or polished brushed nickel, beautifully convey, in this kitchen design, the unmatched warmth and elegance of the SieMatic CLASSIC collection.

SieMatic

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07 Sophisticated atmosphere

The SieMatic CLASSIC collection combines timeless elegance and a cozy atmosphere. This ensemble, featuring an S2 cabinet in SQ glossy lotus white, combines a high cabinet in glossy Furnier ebony and glossy nickel glass doors, with slim white granite countertops.

08 and 09 Exclusive aluminum in-cabinet accessories

The new SieMatic aluminum in-cabinet accessories (which have won a number of design awards) with system elements are available in light oak and dark smoked chestnut. The flocked alternative surface of the grip deck allows for completely slip-proof placement of cookware and cutlery.

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