

SieMatic

Press release

The SieMatic URBAN style collection Distinctive, versatile and practical

Löhne, September, 2015. Based on a new design principle, SieMatic has launched three new kitchen style collections: PURE, URBAN and CLASSIC. URBAN has a cosmopolitan feel, combining various styles; PURE is all about modern style; and CLASSIC reflects the world of classic design. The URBAN style collection was launched this past January in a presentation featuring the new SieMatic 29 freestanding cabinet. New kitchen design examples have recently been presented, which, by combining vertical and horizontal structures, open and closed elements, and light and dark materials, create an appealing range of design possibilities.

A distinctive aesthetic

Whether in Berlin, New York or Beijing, cities are all about contrasts and are constantly in motion. The creativity of urban dwellers changes the world around them, via elements such as street art, pop-up shops and urban gardening. Cities encompass the realm of possibilities in which each and every individual can find a place. Inspired by these concepts, SieMatic has created the URBAN style collection, whose hallmarks are unconventional contrasts between carefully selected objects; standalone units; and intuitive combinations of thematic opposites. This in turn creates a distinctive aesthetic – one that reflects the experiences, values and contradictions of city dwellers.

Urban ensemble

Historical elements are taking on ever growing importance in urban environments. A textbook example of this trend is the newly interpreted SieMatic 29 freestanding sideboard – an homage to the venerable tradition of SieMatic, a family-owned company that was founded back in 1929. The striking design of the SieMatic 29, with its sloped side panels and distinctive silhouette, can be installed with kitchen elements such as cooktops and sinks. The SieMatic 29 can also be impeccably rounded out by matched or coordinated cabinet ensembles, in which an oven, dishwasher and/or refrigerator can be installed.

Preferring the best

SieMatic is a premium brand with a long history, and has gained an international reputation for excellent design, timeless elegance and

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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 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.

Captions for the URBAN style collection

1. 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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2, 3. Contrasting combination

The unconventional style of the URBAN style collection creates a range of design possibilities by combining with vertical and horizontal structures, open and closed elements, and light and dark materials.

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4. Unconventional contrasts

One of the striking attributes of the URBAN style collection is that no two design details are alike; and yet, they all work extremely well together. The forms, colors, materials and sizes of the various elements create a richly contrasting ensemble that is also notable for its harmony.

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5. 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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6. 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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7, 8. 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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9. 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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10. 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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