

PRESS RELEASE

Milano Design Week 2022

SieMatic 07/2022

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**Successful premiere attracts huge international attention at Milano Design Week 2022:
SieMatic Mondial – A new opulence. A new simplicity. A new world.**



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Löhne, 22nd June 2022 | Parallel to the leading international trade fair Salone del Mobile / Eurocucina 2022 in Milan, SieMatic invited kitchen specialists, journalists and friends of interior design to the SieMatic Monte Santo showroom on an emotional journey into the new SieMatic Mondial style world. A world which, with its visionary design language taken from the simplicity of geometric forms and the opulence of expressive materials, provides an inspirational insight into the future of premium and luxury SieMatic kitchens. In the top location of Porta Nuova in central Milan, SieMatic Monte Santo has been transformed into a world stage for this international premiere of innovative new products and design concepts. The overwhelmingly positive feedback from visitors to the fair over the entire week, and especially at the two VIP evening events, confirmed that SieMatic is on the right course and bodes well for the future.

In the last few years, the perception of luxury has undergone a fundamental shift.

Since the luxury consumers of today and the choices they make are continually raising the bar, we are experiencing a new and evolving definition of luxury. This concept of luxury is concerned less with superficial status symbols which customers wish to own and far more with who they wish to be. They want to be inspired by brands and to feel emotionally drawn to them. Brands which help them to express their own individuality. But that is not all: luxury customers in particular align their own values with those of a brand before entering into an authentic dialogue with that brand.

This shifting, evolving world of luxury and lifestyle has motivated SieMatic to develop a contemporary luxury kitchen concept which gives customers the opportunity to express themselves with the greatest possible degree of individuality. The new SieMatic Mondial style world, with its visionary design language, combines the simplicity of geometric forms with the opulence of expressive materials to form an experience which appeals to all the senses at once. The fascinating interplay of material, form and colour lends the kitchen an astounding presence, while at the same time allowing it to blend in with the surrounding architecture.

A new SieMatic showroom concept, focusing consistently on the customer and celebrating its international premiere in Milan, in turn creates an equally fascinating experience and provides a multi-sensory insight into the future of SieMatic premium and luxury kitchens. As visitors immerse themselves in the new SieMatic brand identity, they can move between inspirational zones, offering a plethora of stylistic elements and materials, and separate inviting communication zones. In this creative atmosphere, customers can familiarise themselves with their true preferences and requirements. And then, in a designated area of the exhibition and in dialogue with a skilled designer, they can witness their individual and unique kitchen become a reality.

"Milan is famous around the globe as a centre for fashion and design, and the Salone del Mobile is the fitting platform for a live reunion after such a long time and after all the challenges we have faced. We are really looking forward to presenting the next steps in the development of our brand

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and products to an international audience. With an astonishing design language combining the opulence of expressive materials and the simplicity of geometric forms, it is our pleasure to provide an inspirational insight into the future of SieMatic."

André Backemeier, SieMatic Creative Director



Images & captions

SieMatic Mondial – A skilful interplay of contrasts

Exquisite materials and the consummate manner in which they are finished make every detail of the SieMatic MONDIAL tangible to the senses, while the refined formal reduction of its design demonstrates sublimity and relevance. In this expressive aesthetic, far removed from ornamentation, a unique place is created which is completely in harmony with its surroundings. And with the personality of those who use it. Geometrical front designs contrast with the expressive elegance of hand-selected natural wood veneer in oak travertine. With perfect angles, frames bevelled from the inside create a subtle play of light and shadow. Newly designed handles in anodised and brushed golden bronze provide a harmonious counterpoint.

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01 - 10 SieMatic Mondial

This forceful interior design concept with its expressive composition of materials and colours is minimalist and yet at the same time inviting. Basic geometric forms harmonise successfully with fine and delicate elements, and then again with massive, dominating elements. The smooth, striking Grigio Carnico limestone used for the island unit and generous wall facing emphasises the precise

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geometry of the new profiled cabinet fronts in flamed travertin oak. The StoneDesign monoblock captivates in its central location, encased on four sides with 30 mm natural stone. Protruding asymmetrically, a circular bar rests as a sandwich structure on the island. The table leg and 70 mm base in striped travertin oak support a 12 mm overlay in White Fantasy quartzite. The 80 mm countertop of the sink unit, the niche cladding and the new 140 mm kitchen shelf, all in the same quartzite, create a stark contrast to the dark limestone. Tall cabinets left and right of the base cabinets and designed to reach to the ceiling lend a fresh accent in velvet matt grey-violet – one of 1,950 shades within the SieMatic Individual Colour System – and provide extensive storage without dominating the room. Positioned centrally on the far wall, the new SLX glass cabinet with fluted glass and an anodised matt black frame brings emphasis to the longitudinal axis. Cuboidal drawers fixed to the back wall of the glass cabinet and cupboards above it continue the matt black theme. Overall, this interior design concept not only combines sophisticated materials, colours and contrasts in a fresh and contemporary composition, it also – typical SieMatic Mondial – plays with proportions and skilfully shifts volumes by offsetting depths.

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SieMatic Mondial – Opulence, newly interpreted.

True personality is not restricted by norms. The expressive design of SieMatic MONDIAL speaks a minimalist, modern and geometric design language without traditional ornamental and stylised elements. With bold colours and shapes, paired with expressive materials in varying thicknesses, it transcends the boundaries of kitchen design. And opens up an emotional world of opulence, simplicity and sensuality.



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11 - 16 SieMatic Mondial

SieMatic Mondial typically combines minimalist planning with architectural design language, uses simple forms and geometries, and shifts volumes by offsetting cabinet depths. This kitchen achieves a balance between delicate and monumental elements, as well as striking and natural materials. The voluminous island unit is high-impact and provides ample scope for imaginative use. Transparent cabinets house cherished items down one side, while the other working side features an ergonomic hob, sink, dishwasher and comprehensive storage for cooking utensils. The over 4-metre long and optically join-free countertop concludes at both ends with generously protruding breakfast bars and bar stools in basic semicircle and cuboid geometries. The solid sandwich structure connects a matt black oak base with a 12 mm overlay in dynamic Negresco quartzite. The base cabinets, back walls of the glass cabinet, and the tall cabinets are all finished in blue-grey, one of 1,950 special SieMatic shades, with an anti-fingerprint coating. Between the two outer tall cabinets in velvet matt blue-grey, with adjustable LED light strips in the shadow gaps of the SLX recess channels finished in the same colour, the central tall cabinet – offset in depth to create further interest – mirrors the matt black oak of the countertop. The tall cabinets are integrated in a translucent glass sculpture housing an LED colour interplay which can be adjusted to suit the time of day and the mood.

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