

PRESS RELEASE

SieMatic 10/2022

PAGE 1 OF 9

**International partners experience SieMatic Mondial and discover a new style world.
A new opulence. A new simplicity. A new world.**



Löhne, in September 2022 | Following the world premiere at the Milan Design Week 2022, kitchen specialists, journalists and friends of interior design are, as part of the SieMatic ID Days 2022, embarking on an emotional journey in the "August-Wilhelm Siekmann Forum" 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. At the centre of East Westphalian furniture manufacturing and at the heart of the German kitchen industry, SieMatic has transformed its in-house exhibition into a global stage for the presentation of new and innovative products and concepts.

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 that help them to express their own individuality. Brands that share their own understanding of values, and that incorporate values with which they can identify.

PRESS RELEASE

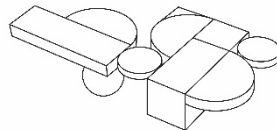
SieMatic 10/2022

PAGE 2 OF 9

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.

"Milan is famous around the globe as a centre for fashion and design, and the Salone del Mobile in June was the fitting platform for a live reunion after such a long time and all the challenges of the pandemic. It was a real joy presenting the next steps in the development of our brand and products to an international audience. And now it is an even greater pleasure to provide an inspirational insight into the future of SieMatic in our own exhibition rooms measuring over 1,600 m²."

André Backemeier, SieMatic Creative Director



ID Days 2022

The history of kitchens, shaped by SieMatic.

Founded in 1929 as August Siekmann Möbelwerke, today SieMatic is an established luxury brand across the world. The brand name was coined in the 1960s by August-Wilhelm Siekmann, a visionary who was also responsible for the handle-free kitchen. The SieMatic 6006 and SieMatic SL are still seen as iconic in the history of kitchens, thanks to their revolutionary design and high level of functionality. The focus of the international manufacturer has now shifted to holistic interior design concepts which are continually setting new standards in aesthetics, individuality and functionality. The latest examples are the SieMatic SLX, an elegant new interpretation of the handle-free kitchen, and the new SieMatic Mondial style world.

PRESS RELEASE

SieMatic 10/2022

PAGE 3 OF 9

Picture material

01 - 02 SieMatic Mondial



Opulence, newly interpreted.

True personality does not submit to any norm. The expressive design of SieMatic MONDIAL speaks a minimalist, modern and geometric language of form without traditional ornamentation and stylistics. With bold colours and shapes, paired with expressive materials and material thicknesses, it transcends the boundaries of kitchen design. Open up to an emotional world of opulence, simplicity and sensuality.

With its visionary design language, the new SieMatic MONDIAL combines the simplicity of geometric shapes with the opulence of expressive materials to create a deeply emotional experience.

The fascinating interplay of material, form and colour gives the kitchen an extraordinary presence while also allowing a synergy with the surrounding architecture. Form, perfected.

Exquisite materials and the consummate art of their finishing make every detail of the SieMatic MONDIAL sensually tangible, 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, completely in harmony with its surroundings. And with the personality of their users.

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PRESS RELEASE

SieMatic 10/2022

PAGE 4 OF 9

03 - 04 SieMatic Mondial



The perfect symbiosis of space and kitchen.

Organically integrated into the architectural context, the SieMatic Mondial's visionary design language opens up into the room, expands the design horizon and thus points far beyond the boundaries of conventional kitchen design concepts. This visually extraordinary synthesis of the arts reflects a self-confident generosity in which nothing seems superfluous. Aesthetics and authenticity become one.

The expressive combination of extravagant natural materials creates an impressive visual and tactile experience. Every detail of a SieMatic MONDIAL celebrates master craftsmanship, demonstrates deep appreciation for the highest quality and is a testament to the relentless pursuit of maximum perfection.

A sculpture of expression and reduction.

Rarely have precious natural stones and exquisite natural woods been so expressively integrated into the architectural staging of a kitchen. The combination of rectilinear geometry with semicircles and a finely balanced balance of filigree with solid elements reveals a sculptural quality of extraordinary presence and highest value.

The perfect semicircle of the extraordinarily solid worktop in mystical dark quartzite seems to float above the delicate cabinets with their fragile-looking glass fronts. Their proportions decisively define the expressive design philosophy of the SieMatic MONDIAL kitchen.

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PRESS RELEASE

SieMatic 10/2022

PAGE 5 OF 9

05 -14 SieMatic Mondial



PRESS RELEASE

SieMatic 10/2022

PAGE 6 OF 9



05 -14 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 geometry of the new profiled cabinet fronts in flamed travertine oak.

PRESS RELEASE

SieMatic 10/2022

PAGE 7 OF 9

The StoneDesign monoblock captivates in its central location, encased on all four sides with 30 mm natural stone. Protruding asymmetrically, a circular bar rests as a sandwich structure on the island. The table leg and base in striped travertine oak support a 12 mm overlay in White Fantasy quartzite. The extra thick countertop of the sink unit, the niche cladding and the new dominant 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 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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15-18 SieMatic Mondial



PRESS RELEASE

SieMatic 10/2022

PAGE 8 OF 9



15 -18 SieMatic Mondial

The new, striking profiled fronts of the base and wall cabinets are available not only in flamed travertine oak, but also in flamed hazel brown oak and flamed matt black oak. In combination with a truly opulent range of SieMatic materials and types, as well as 1,950 special shades in high gloss and velvet matt, new fronts with genuine aluminium overlay, new wooden fronts with vivid veneers, and new expressive natural stones, the scope for planning individual interior design concepts for the kitchen is almost unbounded.

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PRESS RELEASE

SieMatic 10/2022

PAGE 9 OF 9

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