

# Press Release

“red dot award: product design 2008” for SieMatic Möbelwerke: SieMatic S1 wins five awards for the highest design quality.

Löhne, March 2008. With the top award “best of the best” at the internationally renowned design competition “red dot award” as well as four other “red dot awards: product design”, SieMatic Möbelwerke was honored by an international jury of experts for its latest development, SieMatic S1. First presented at a world premiere at the beginning of the year in Cologne, the extraordinary, minimalist kitchen concept has already won the award for top design quality – even before presentation to an international audience in Milan and before it becomes available in the summer of 2008 in the SieMatic Exclusive Studios.

“We see the award of one of the world’s most sought-after design prizes as a confirmation of our philosophy of the future of the kitchen, which we have expressed in our SieMatic S1,” says Ulrich W. Siekmann, CEO and owner of SieMatic Möbelwerke GmbH & Co. KG. Against the background of changing living situations, SieMatic has given the “living space kitchen” a completely new interpretation: From a clearly separated workroom to a place for encounters, in which family and friends congregate.

In the integrated design of SieMatic S1, numerous “inner values” that underscore this approach are perfectly integrated in the kitchen planning, both optically and ergonomically. “With such a bounty of intelligent solutions – combined in a single kitchen – we are setting a new standard,” says Siekmann. Four of these well-conceived features instantly received the “red dot award: product design 2008:

- MaticMotion
- MultiMatic II
- GripDeck
- Interior system for drawers and pullouts

MaticMotion: the world’s first push-button kitchen drawer handle

It doesn’t get any easier than this. With MaticMotion, SieMatic has developed the world’s first kitchen handle that lets you open multiple drawers or pullouts effortlessly. Integrated nearly invisibly in



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the recess channel of the top drawer of the base cabinet, this handle has two buttons that can be operated intuitively. Drawers and pullouts open gently at the push of a button, revealing what lies within. In contrast to other handleless kitchens, MaticMotion – with one single recess channel directly beneath the countertop – offers extremely clear, serene front panels.

## MultiMatic II: useful interior elements for S1

Create intelligent order. MultiMatic II – the individually combinable interior system – makes sorting, storing, organizing, and finding easier than ever before. The program, which was designed especially for SieMatic S1, includes a variety of useful elements: various shelves with drawers such as for storing a mixer, holders for paper towels and foil, a cutting board, an accordion file for newspapers, and a shelf with a magnet board. The elements, made of a combination of high-quality aluminum and oak materials to match the design of the kitchen, are fastened to the frame of the tall cabinets or pullouts using adjustable channel nuts.

## GripDeck: inspired for the kitchen by the deck of a sailing yacht

Everything in its place. The absolutely non-slip GripDeck shelves of light oak and rubber were developed based on a sailing yacht deck. The rubber strips provide protection for sensitive cooking utensils as well as a secure "grip". Thanks to this principle, large pots and pans do not slide as easily when drawers are opened and closed. In addition, the interior of the drawer can be subdivided into intervals of just three centimeters using glass partitions, whose bases snap securely onto the slightly protruding rubber strips. Practical and beautiful: The material combination gives the GripDeck a special elegance.

## Interior systems for drawers:

stylish storage for bottles, plates, and bread

Clever and elegant storage. Oak, aluminum, and croupon leather – with storage elements of these noble materials provide stylish storage for bottles, plates, and bread in the SieMatic S1 pullouts. Here we once again see the love of detail: The leather plate holders have adjustable diameters, and the cover of the bread basket serves as a cutting board with a crumb catcher.