

Preferring the best

with SieMatic



EXCEPTIONAL PEOPLE HAVE earned the right to exceptional quality. By looking beyond mediocrity and valuing qualities that stand out above the ordinary, their choices are informed by knowledge of the products they wish to acquire. Like

a luxury car, the products they choose have to be built on exceptionally sound engineering principles. Their homes have to be aesthetically pleasing, functional and technologically advanced to suit the new trends towards efficiency. A combination

of beauty, functionality and incomparable workmanship and safety allow for a successful design and gives the elite home owner a sense of pride and pleasure.

In search of design elements for his own home, these principles and an intuit-





tive sense of design and aesthetics, led Sandton lawyer and entrepreneur, Zaheer Adam, to explore the newest trends in kitchen design. "Unlike other home furnishings, a kitchen is not tangible. It is a virtual product. It is only real after it has been installed. While you may be assured of design, the functionality, build quality and engineering cannot be assessed from a 3D drawing. That is why you need to rely on a trusted brand that has earned a reputation for delivering quality, durability and service," Zaheer explains.

Zaheer considered a variety of brands, but found no connection with them because they were generally too minimalist and clinical. By interviewing people who had



opted for either local or imported products available in South Africa, he found that although they were impressed with styling, not all were satisfied with build quality and service.

Experts were unanimous that only German products could assure you of unrivalled craftsmanship, precision, longev-

ity and reliability. By narrowing down the search to award-winning German kitchens, he instantly identified with SieMatic. This impressive range incorporates an extensive and unrivalled portfolio that includes authentic classic, mixtures of neo-classical and contemporary design, and pure, clean minimalist design, highlighted with natural

PROMOTION

woods and exclusive SieMatic stones, which make it warm instead of clinical and cold. The SieMatic kitchens are inviting, rather than intimidating and evoke an ambience of comfort.

SieMatic allows freedom of creative expression for the architect, with myriad colours to choose from, that exceeds 1 950 variations. Kitchen design styles are

virtually limitless, while ensuring that every kitchen maintains award-winning German build quality and technology. In association with Microsoft, SieMatic has incorporated the latest software technology to monitor its supply and delivery, ensuring that it maintains its international reputation for the highest standards of efficiency, service and reliability.

With award-winning styling, SieMatic is at the cutting-edge of technology and is leading the way to the kitchen of the future. At the Eurocucina Show in Milan earlier this year, SieMatic's new S1 kitchen was honoured with a whopping five international awards, including the red dot award 2008: best of the best for product design. The S1 is a true design object,



not only because of the striking design aesthetics, but also for the many surprising functional options it offers, such as integrated TV, CD, DVD, radio, Internet and an iPod charging station as desired, all of which offer sophisticated acoustic quality.

In contrast to other kitchens, the minimalist S1 incorporates MaticMotion, the world's first push-button kitchen handle. With one single recess channel, located directly beneath the countertop, it offers extremely clear serene front panels that open gently with a light push of the button. The interior of the drawers feature non-slip GripDeck drawer bottoms comprising oak and rubber, modelled after the deck of a luxurious sailing yacht. These are complemented with stylish oak, aluminium and croupon leather storage elements for bottles, plates and bread. The attention to detail dictates that the leather plate holders also have adjustable diameters and the cover of the bread basket serves as a cutting board with a crumb catcher.

The centrepiece of the S1 however, is the SmartBoard, which controls everything from consumer electronics to mood lighting and acoustics. "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 SieMatic CEO and owner, Ulrich W. Siekmann. In the past the brand has been a pioneer in creating masterpieces well ahead of its time, and has a 79-year-old history of patented development in the fields of design and technology.

SieMatic also embodies within its design the needs of the growing family. With SieMatic, the kitchen has really evolved into the hub of the home – it is a welcoming place in which friends and family can bond and share. SieMatic is critically aware of creating a warm family room where kids can eat, live and play without being constricted by an inhibiting environment, where they would be afraid to make a mess. With its timeless design and versatile award-winning MultiMatic system, SieMatic kitchens adapt with the growing needs of the family, without ageing – assuring you that your investment will continue to reward you through the decades.

SieMatic's 6006 kitchen was a design phenomenon in 1960. In 2000 it was relaunched by SieMatic and was awarded the red dot award from Design Zentrum



Nurdhein-Westfalen, the iF Design Award from the Chicago Athanaeum Museum of Architecture and Design, demonstrating its enduring excellence.

SieMatic has also presented a classic kitchen in an unconventional style with the BeauxArts Collection, first presented in autumn of 2006. The collection created in collaboration with the company's Chicago design partner, Mick De Giulio, combines different stylistic directions, materials, and colours to magnificently bridge two seemingly contradictory styles and international design preferences. This concept was inspired by American architects beginning at the start of the 20th Century. The result is a completely new kind of aesthetic and elegance for kitchen interior design in contemporary sophistication, explains Ulrich W. Siekmann: "A concept that at first glance is unusual, at a second glance is fascinating." These unique innovations and distinctive qualities have earned

SieMatic its exceptional exclusive luxury status. Owning a SieMatic is more than just prestige – it is a statement that you understand quality and that you are not willing to compromise for anything less than the best.

Zaheer adds: "When someone recommends a SieMatic, you know that you are talking to an expert. I felt compelled to share this international gem with all those who are not satisfied with the average, and who share my vision and the motto of SieMatic, of 'Preferring the best'." SieMatic will be launching in South Africa at Decorex Johannesburg from 30 July to 3 August 2008 at Gallagher Estate Midrand.

The showroom opens at 13 Kramer Road, Kramerville, in Sandton on 25 August 2008.

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