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INTERNATIONAL DESIGN COMMUNITY EMBRACES AMERICAN DESIGN CONCEPT

Chicago, IL – The BeauxArts Collection, designed by American designer Mick De Giulio for German cabinetry manufacturer SieMatic received a very enthusiastic response in its debut to the international design community at the September 16-21, 2006 SieMatic House Fair. Originally launched in North America in 2003, the BeauxArts Collection is manufactured in Loehne, Germany, and is now being distributed worldwide, including Europe and Asia.

Representing an evolution in kitchen design, BeauxArts integrates various styles, materials and color, and harmoniously brings together seemingly contradictory elements into a distinctive and very personal design. As Ulrich W. Siekmann, manager and owner of SieMatic Möbelwerke GmbH & Co. KG, states, “With BeauxArts, we have changed the rules. Here, we have brought together design elements and styles in unique combinations.”

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The core of the collection is simplicity, with clean lines and classical proportions. It is free of extraneous ornamentation, and as designer Mick De Giulio describes, “provides a foundation and clean background that allows for the integration of a client’s personal style and various mixed elements or collectibles that are now such a part of many of today’s best kitchen designs.”

Expanded finishes for the collection include magnolia white, green, and gray shades, as well as two new wood finishes. Integral to the product is the concept of compositional design – looking at areas of the kitchen as individual segments that are distinctive on their own (with their own materials, surfaces, and hardware), but work beautifully in combination together. Siekmann explains, “ With these nearly endless combination possibilities, we hope to live up to the discerning expectations of our customers in terms of individuality and variety. At first glance, it seems like an unusual concept – at second glance, it is a fascinating one.”

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BeauxArts has been a bestseller in the United States since de Giulio launched the concept in 2004 at their LuxeHome showroom at the Merchandise Mart. SieMatic hopes to have the same success internationally. As Siekmann continues, “While modern, minimalist design long stood at the forefront in Europe, it was above all, the country style that has been the demand in America. In the past few years, however, we have noticed a slow but steady alignment of the preferences of the two markets. BeauxArts enables classic kitchen interior design to be interpreted in an unconventional way. The result is an elegant design in contemporary and modern execution.”

The Beaux Arts Collection is one of several product lines that De Giulio has designed for SieMatic. It follows the Painter's Collection, the Bari Kitchen (named after Bari, Italy -- the De Giulio family birthplace), and the Hudson Valley Collection -- all of which have become bestsellers for SieMatic in both the United States and Europe.

Mick De Giulio founded de Giulio kitchen design in 1984. With completed residential and commercial projects across the country, his company has two Chicago area showrooms, including one at LuxeHome in Chicago's Merchandise Mart. de Giulio specializes in a unique blend of interior architecture and product design for kitchens, managing projects from initial concept through final installation.

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