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DE GIULIO'S BEAUX ARTS COLLECTION MAKES INTERNATIONAL DEBUT

Chicago, IL – North Shore resident Mick De Giulio, founder and owner of de Giulio kitchen design in Wilmette, IL and Chicago, IL has received critical acclaim in recent months for his design of the BeauxArts collection for German cabinetry manufacturer, SieMatic. Debuting to the international design community in September 2006, the BeauxArts Collection is currently showcased at the August Wilhelm Siekmann Forum in Loehne, Germany, and most recently opened in New York and Atlanta. It has been featured throughout prominent European and Asian design magazines and is already being sold in over 20 countries. Worldwide requests for the product have been unprecedented and SieMatic has plans to open showrooms dedicated exclusively to BeauxArts in Vienna and other international cities.

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The BeauxArts concept represents an evolution in kitchen design. As Rolf Willers, CEO of SieMatic-USA states, “Never before has a kitchen design created in the U. S. by an American designer been so enthusiastically received as SieMatic BeauxArts designed by Mick De Giulio. Already SieMatic BeauxArts kitchens are ‘best sellers’ in the United States. New SieMatic BeauxArts openings at the hugely successful SieMatic showrooms in Manhattan and Atlanta have the interior design world abuzz and the customers waiting; strong demand is leading to delivery times that have not been known in the industry for years.”

In addition to designing product lines for SieMatic, Mick De Giulio regularly consults with Sub Zero Freezer/Wolf Appliance on new product introduction and was commissioned to design the demonstration kitchens at their corporate facility in Madison, WI. He has served as a judge for SubZero/Wolf’s premier international kitchen design contests since 1998. He recently designed a space for SubZero/Wolf’s K/BIS 2007 exhibit in Las Vegas and is designing the

new SubZero/Wolf showroom, scheduled to open in New York City's A&D Building in Fall 2007.

On June 11 at the 2007 NeoCon Fine Design Residential Furnishings Show at the Merchandise Mart, Chicago, IL, Mick will present a special seminar to designers about designing a product line for the international market. For more information, visit www.neocon.com.

Mick De Giulio founded de Giulio kitchen design in 1984. With completed residential and commercial projects throughout the world, 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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