



MEDIA ALERT

March 25, 2008

**DE GIULIO TO INTRODUCE
NEW 'BEAUX ARTS' DESIGNS AT EUROCUCINA**

Chicago, IL –Mick De Giulio of de Giulio kitchen design in Wilmette, IL and Chicago, IL will collaborate again with German manufacturer SieMatic when he introduces his next generation design of BeauxArts at Eurocucina/Salone de Mobile in Milan, Italy April 16-21.

The BeauxArts kitchen by SieMatic has become one of the company's bestselling products. Offering a departure from sleek European designs, BeauxArts represents a softening of style that combines the ideas of classic and modern. This new classic for SieMatic is being sold in over 50 countries throughout the world.

Incorporating new colors and finishes, De Giulio's design for Eurocucina will present BeauxArts in an innovative and contemporary way. SieMatic will unveil an exhibit booth façade created by famed Italian architect Carlo Liparini, and De Giulio's composition within the space will play on the theme of light and transparency, giving BeauxArts a modern vocabulary. By creating floating compositions to showcase the collection, it will have a very futuristic and youthful feel.

Also see De Giulio's work at K/BIS

Prior to Eurocucina, Mick De Giulio will present a 'living kitchen' design using BeauxArts for Sub-Zero/Wolf in their booth at K/BIS in Chicago, April 11-13.

For more information, contact Gita Gidwani at 847.234-5334 or email gita@gitapr.com

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