

CAESARSTONE *EXHIBITION*

DESIGN PRESENTATION





LIFE IN *STONE*

Alchemy isn't a mystical power to change heavy lead into precious gold. It is our innate human ability to perform transmutation every day everywhere. Inspired by the environments and the people surrounding us, we recondition energy and life, animating stillness. We reshape our world, infusing everything we touch with purpose and beauty in equal measures.

CONTEXT | CAESARSTONE | BRAND ESSENCE



NATURE INSPIRED



MAN ENGINEERED



INNOVATIVE TECHNOLOGY



RESILIENT MATERIAL



SUSTAINABLE PRACTICE

CONTEXT | CAESARSTONE | NEW COLLECTION



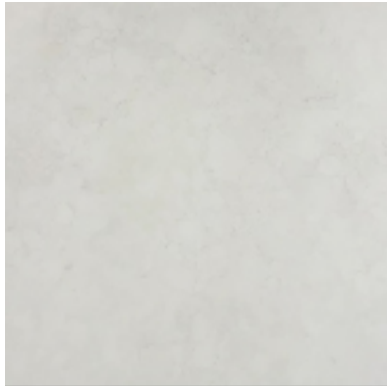
PEBBLE 1



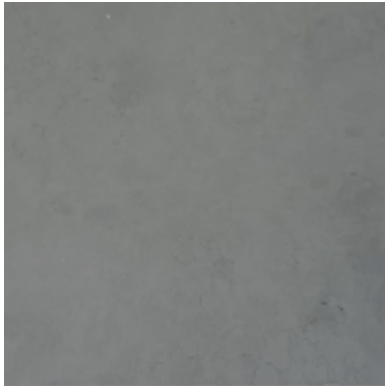
PEBBLE 2



PEBBLE 3



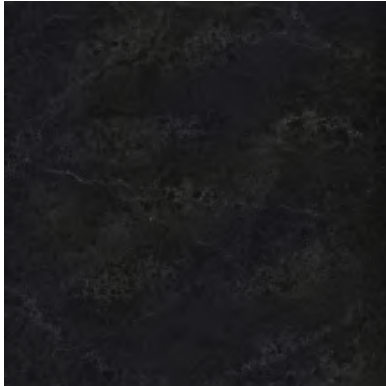
PEBBLE 4



PEBBLE 5



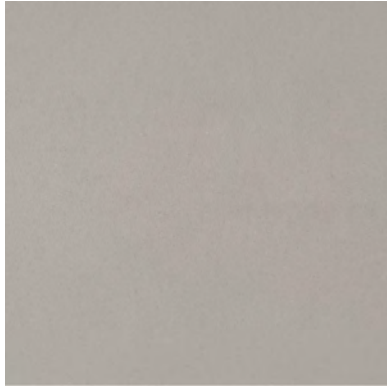
ICELLION



DARCREST



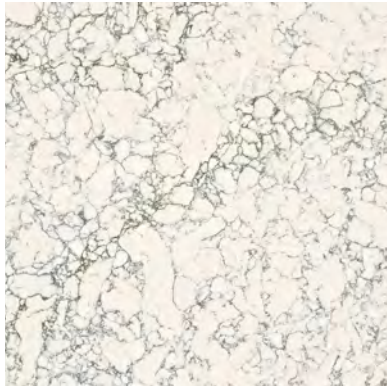
LAYALITE



CLEARSKIES



MIDDAY



ARABETTO



ADAMINA



ATERRA BLANCA



PALM SHADE

CONTEXT | CAESARSTONE | DESIGN COLLABORATIONS



STONE AGE FOLK
BY JAIME HAYON
2017



ALTERED STATES
BY STUDIO SNARKITECTURE
2018



SEEDS
BY MARIJE VOGELZANG
2019



DREAMLAND
BY JONATHAN ADLER
2020



NEO COLOSSEO
BY ALESSANDRO MUNGE
2022



BOLD



DETAILED

JOURNEY OF DISCOVERY

CURATED



MEMORABLE



CONTROLLED



IMMERSIVE

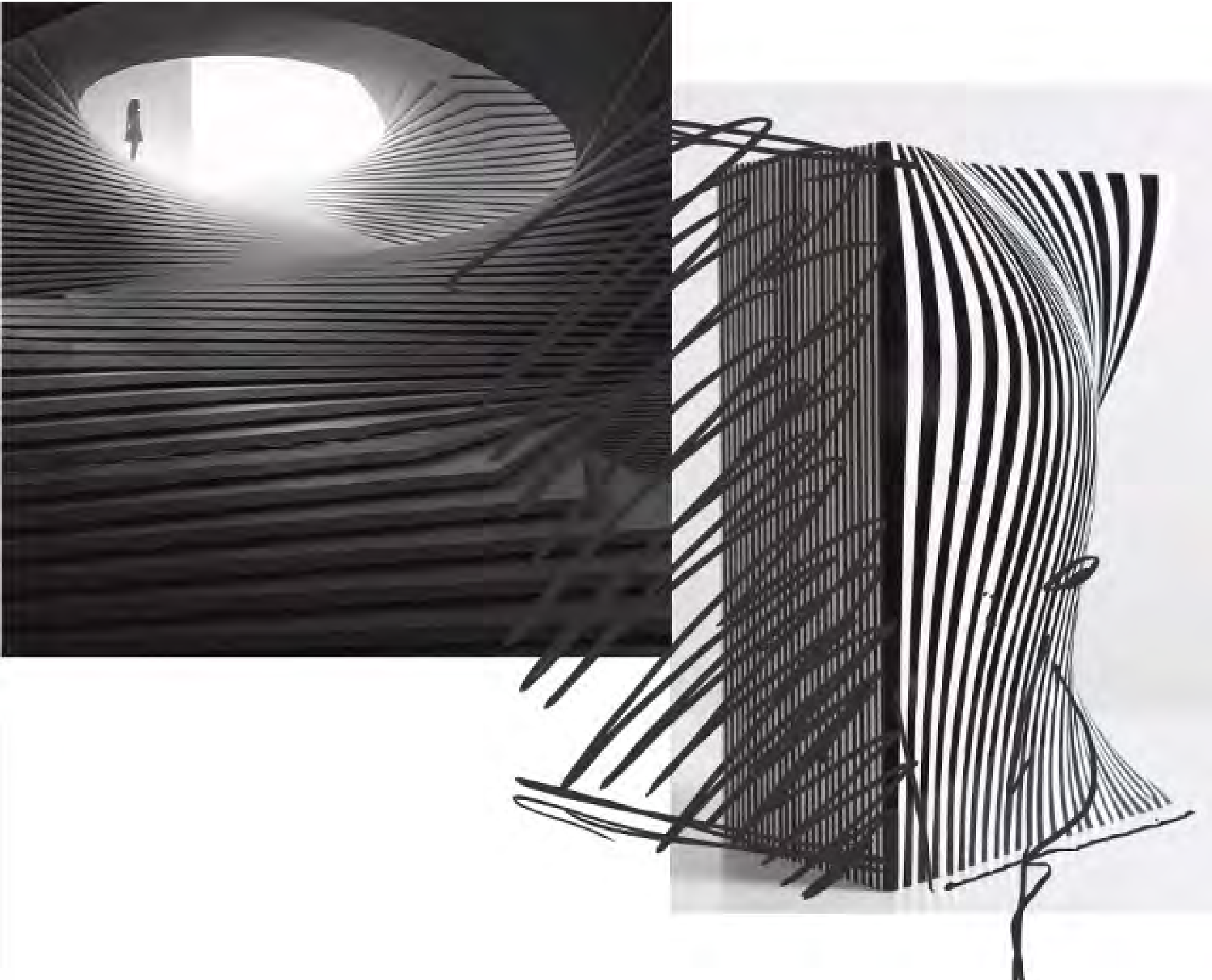
EXPERIENTIAL



AUTHENTIC

SENSORIAL

NEO COLOSSEO



A JOURNEY TO TOMORROW

While nothing is more peaceful and still than right here right now, our curious nature and imagination propel us forward into the discovery of what could be. Step forward and join us in a journey towards the light, bending our reality to reach tomorrow as a destination or stepping stone towards infinity.

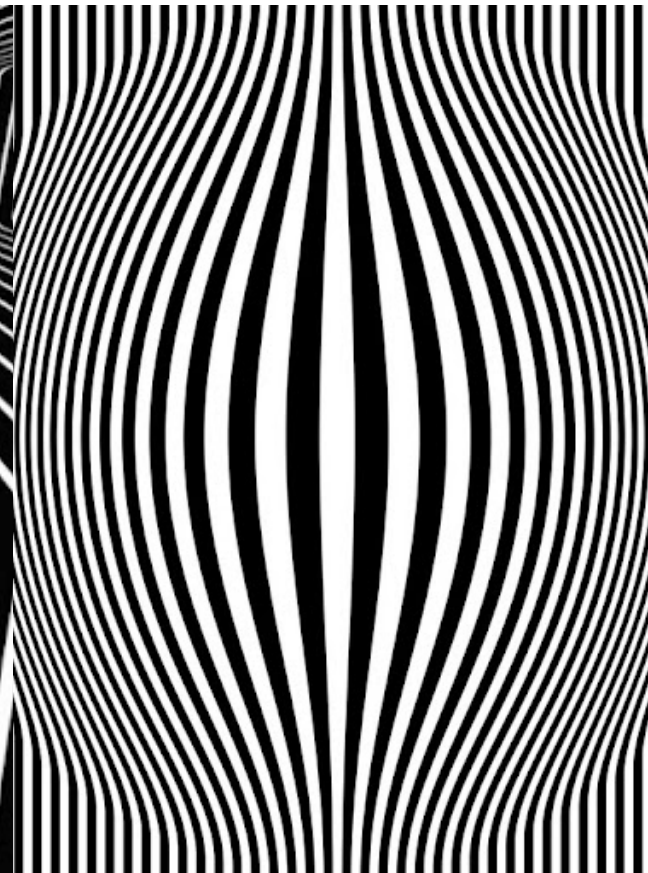
OP(TICAL) ART



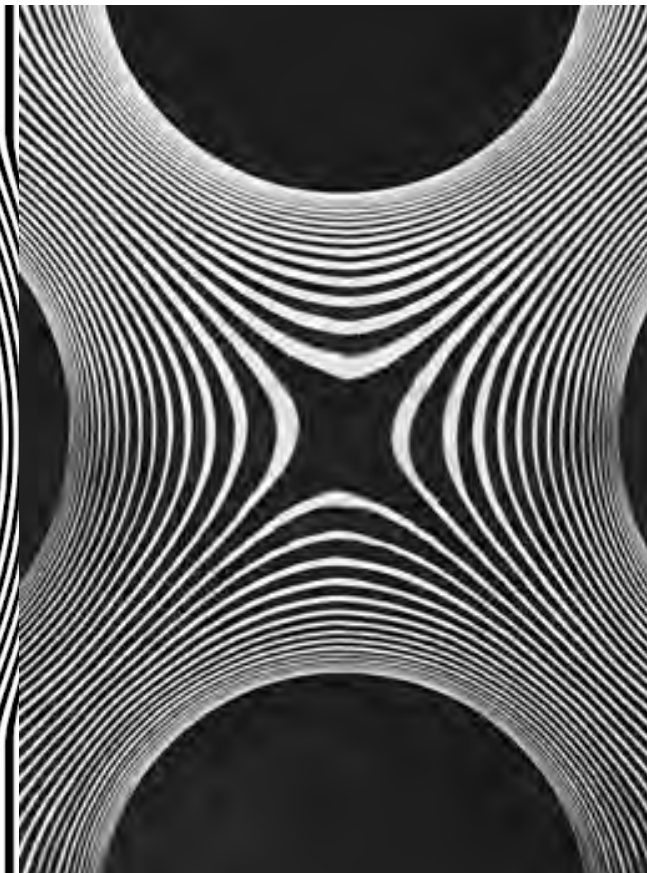
REVOLUTIONARY



BOLD



UNEXPECTED



HYPNOTIC

Op art works are abstract, with many better known pieces created in black and white. Typically, they give the viewer the impression of movement, hidden images, flashing and vibrating patterns, or of swelling or warping.

The antecedents of op art, in terms of graphic and color effects, can be traced back to Neo-impressionism, Cubism, Futurism, Constructivism and Dada.

FRANCO GRIGNANI



DIMENSIONAL

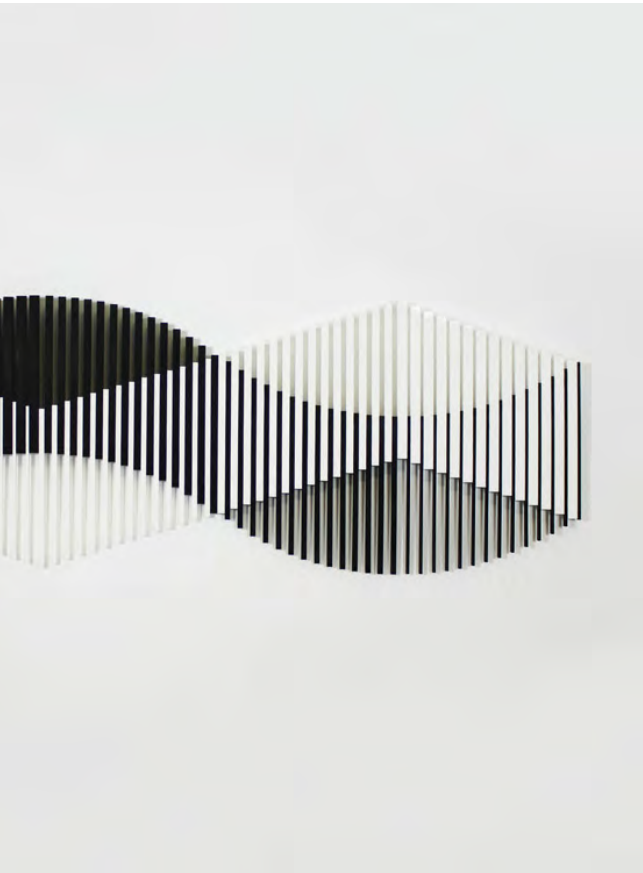
PROVOCATIVE

DYNAMIC

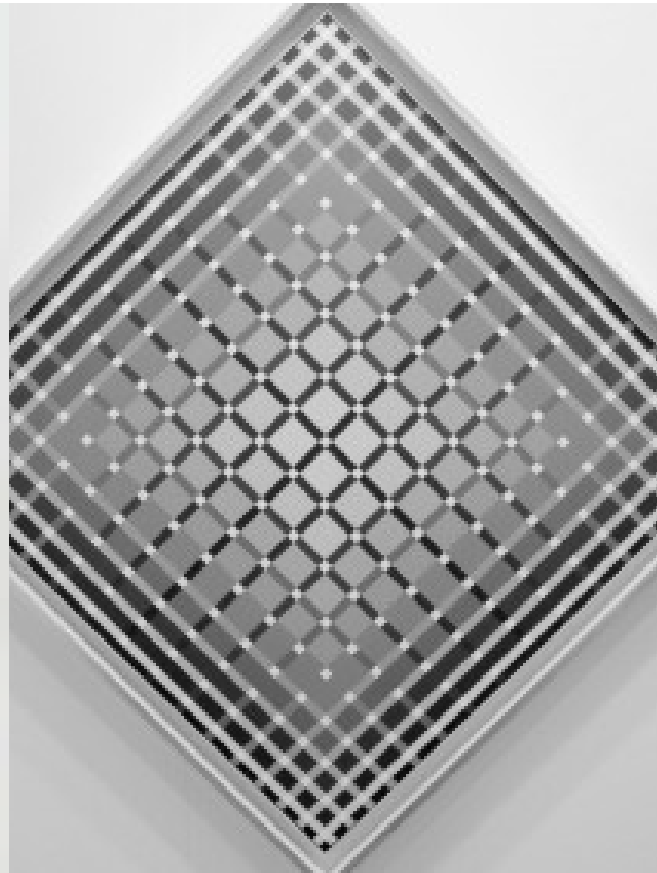
was an Italian architect, graphic designer and artist. He is best known for black and white graphics, particularly the Woolmark logo, which was voted 'Best Logo of all Time' by Creative Review Magazine in 2011.

Grignani was born in Pieve Porto Morone, Italy. He studied architecture in Turin between 1929 and 1933. Early on, he began experimenting with photography, and became interested in optic and visual phenomena. He played a part in Italy's second Futurist and Constructivist movements. Subsequently, his work was more closely associated with Kinetic Art and Op Art. Based on theories of perception, particularly the psychology of form, using his knowledge of architecture, he created more than 14000 experimental works. He remains a powerful influence in the world of graphic design. In Italy, he is considered a master of optical graphic design.

FRANCISCO SOBRINO



KINETIC



MESMERIZING



GRAVITATIONAL

was a Spanish artist and pioneer of both Op and Kinetic Art. His complex sculptures explore the limits of visual perception, challenging traditional notions of dynamics of form in art through movement and optical illusions. "Using geometrical forms enabled me to understand what I was doing, it helped me to tell things in a clear language," he once said. "I wanted to create a kind of alphabet of elementary and impersonal forms, with which I could build sentences. I still have the same desire: to be clear."

Sobrino was the subject of many solo exhibitions throughout his life, and his work is part of major museum collections such as the Tate Gallery in London, the Tel Aviv Museum, the Fondazione Peggy Guggenheim in Venice, and the Museum of Fine Arts, Boston. He died on May 11, 2014 in Paris, France at the age of 82.

NEO COLOSSEO | DESIGN PRINCIPLES



SACRED



IMMERSIVE



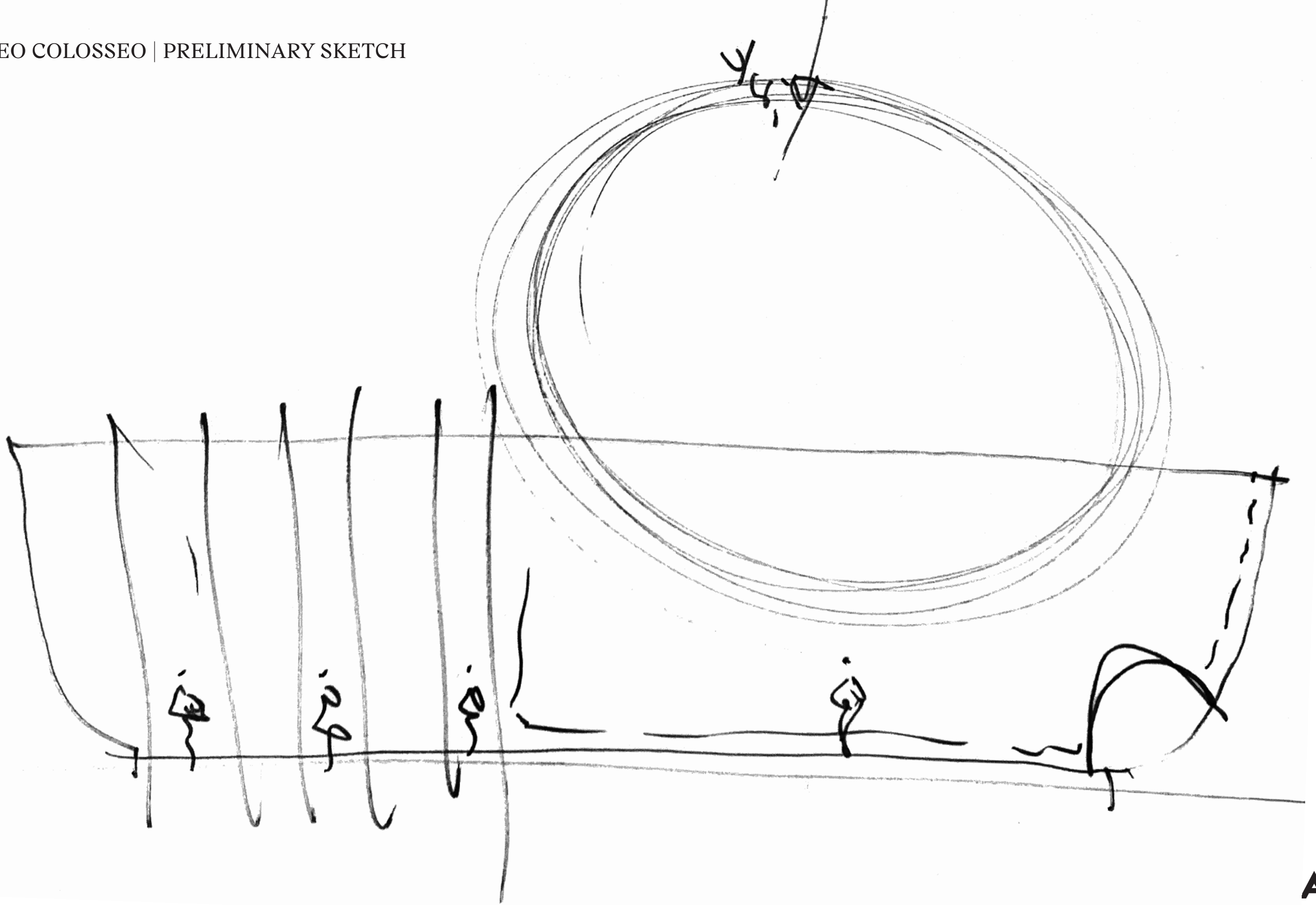
EXPERIENTIAL



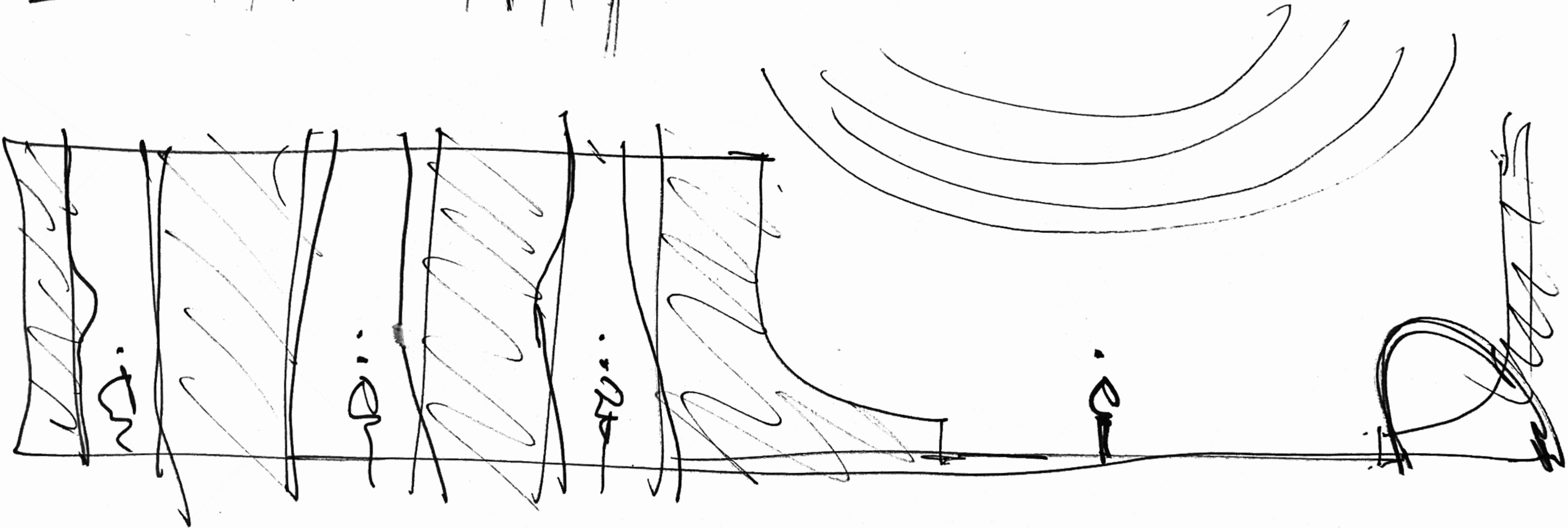
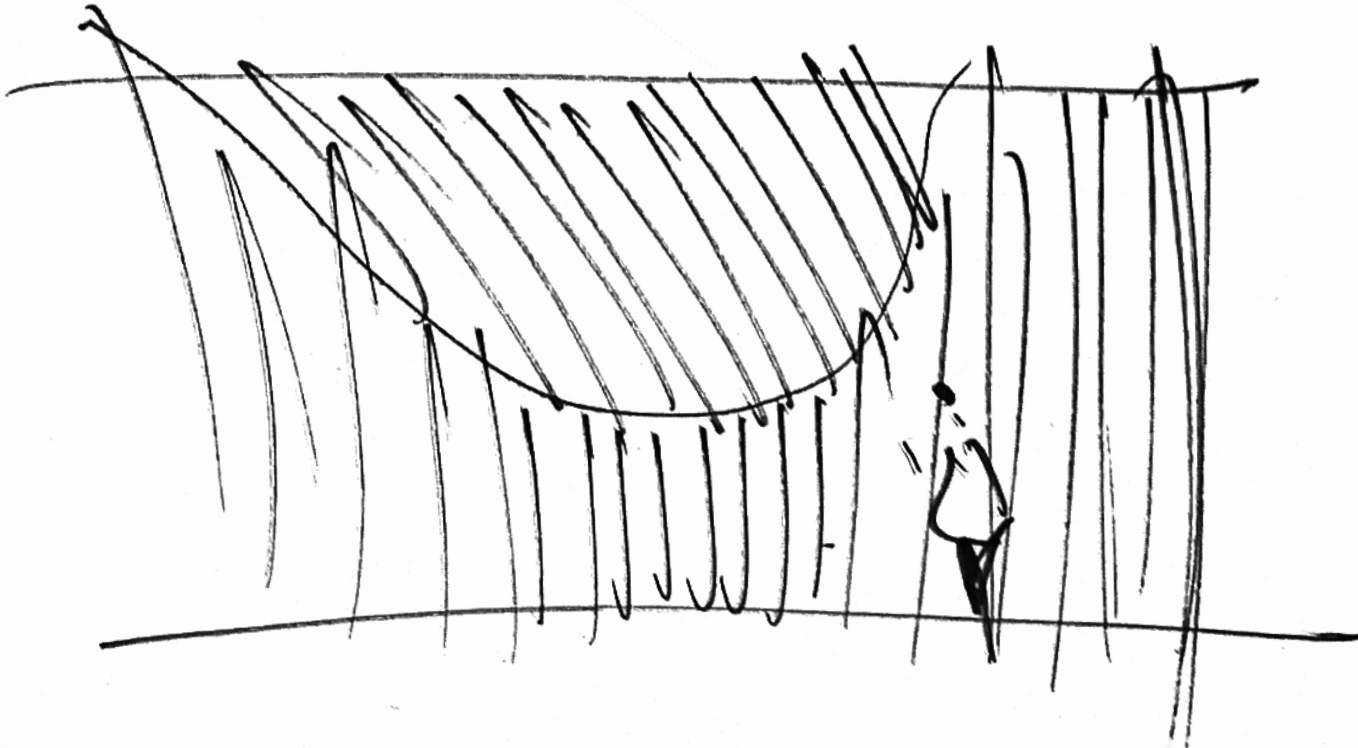
WHIMSICAL SCALE



ARTFUL



NEO COLOSSEO | PRELIMINARY SKETCH



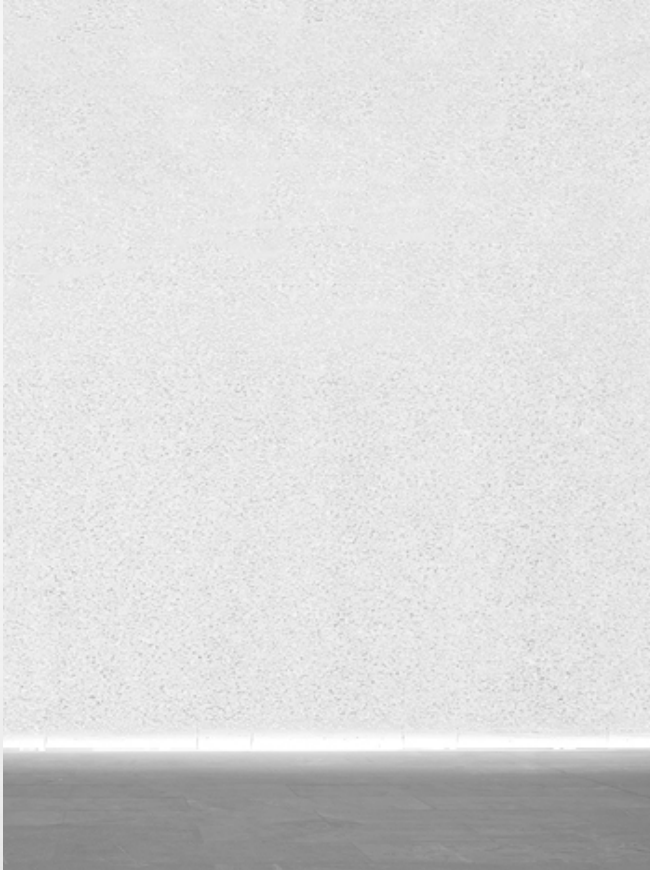
NEO COLOSSEO | 3D FLOOR PLAN



NEO COLOSSEO | ORIGINAL FACADE (1001 Riverlet)



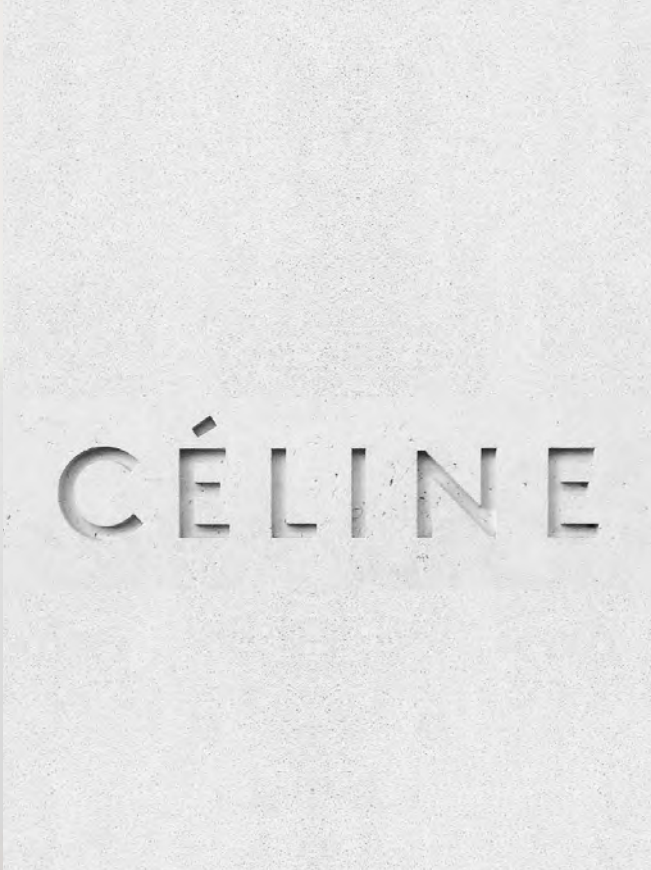
MYSTERIOUS



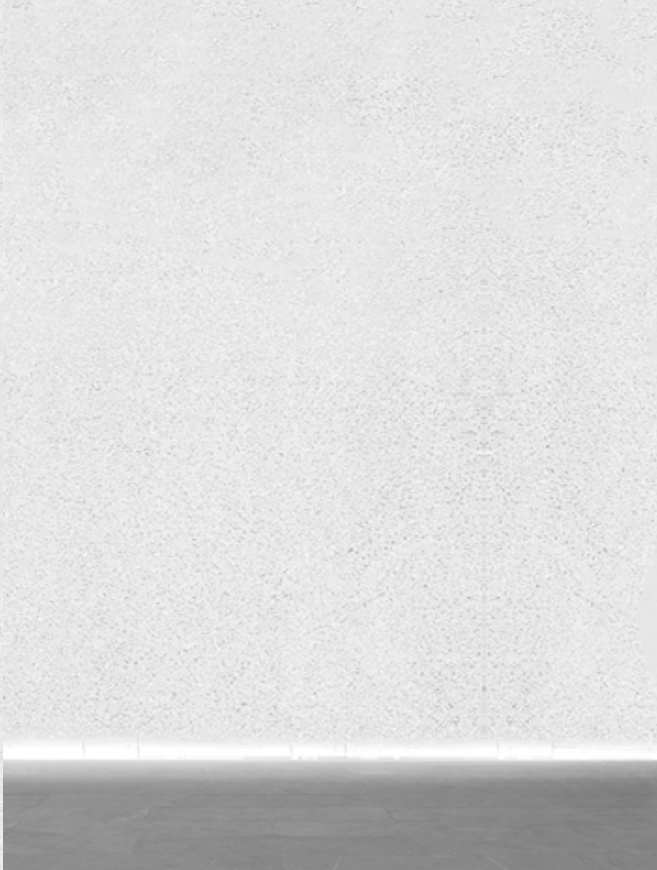
PURE



DEPARTURE



ENGRAVED



TACTILE

NEO COLOSSEO | UPDATED FACADE (1002 Wyndigo / 1004 Stoneburst TBC)



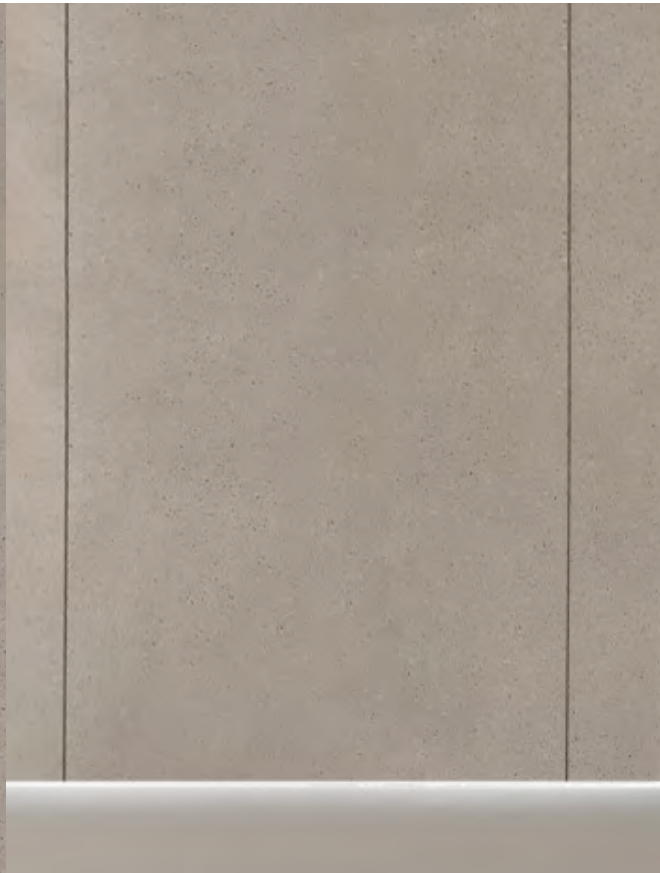
INVITATION TO DISCOVERY



WARMTH

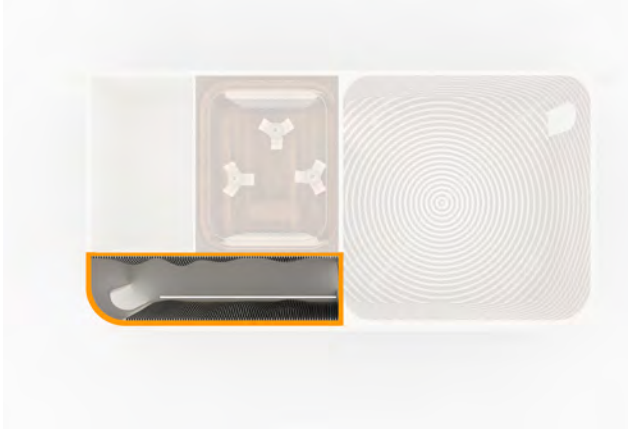


SIGNATURE



TACTILE

NEO COLOSSEO | THE PORTAL



SOFT GRADIENTS



UNEXPECTED



INTROSPECTIVE COMPRESSION



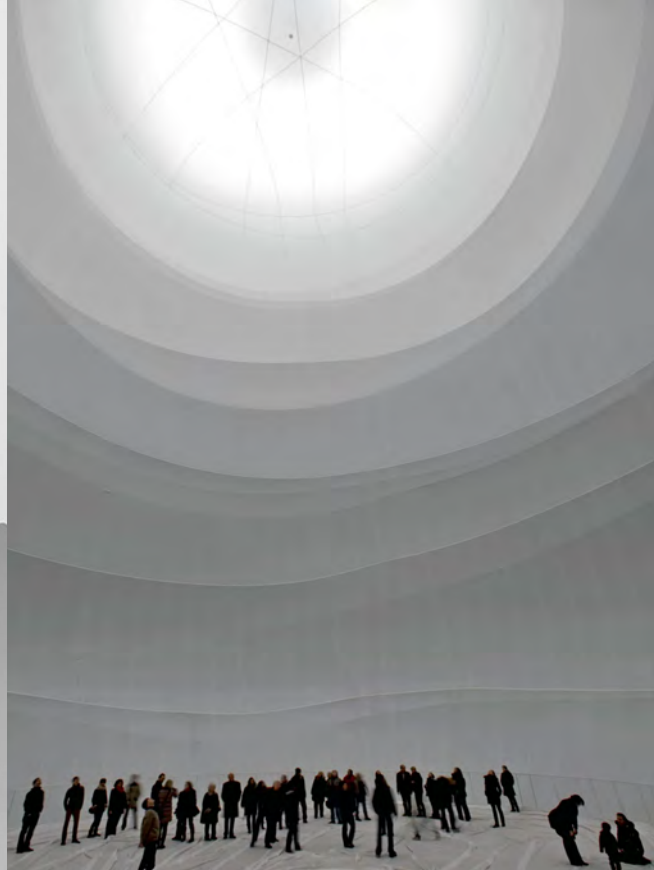
CURVILINEAR



ARTFUL



SACRED



TRANSCENDENTAL



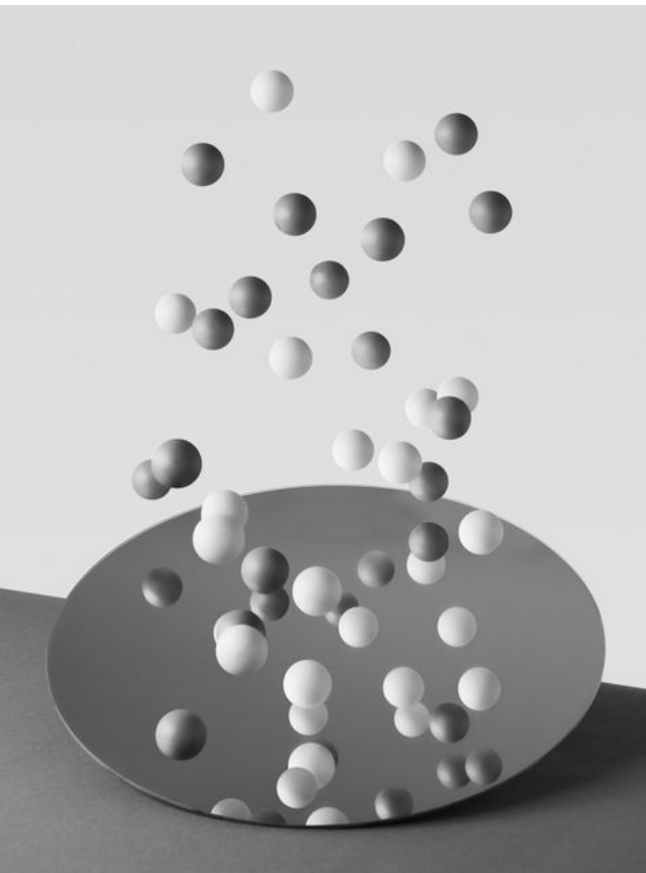
HYPNOTIC EXPANSION



MYSTICAL



PEACEFUL



GRAVITATIONAL



REFLECTIVE



EXPERIENTIAL

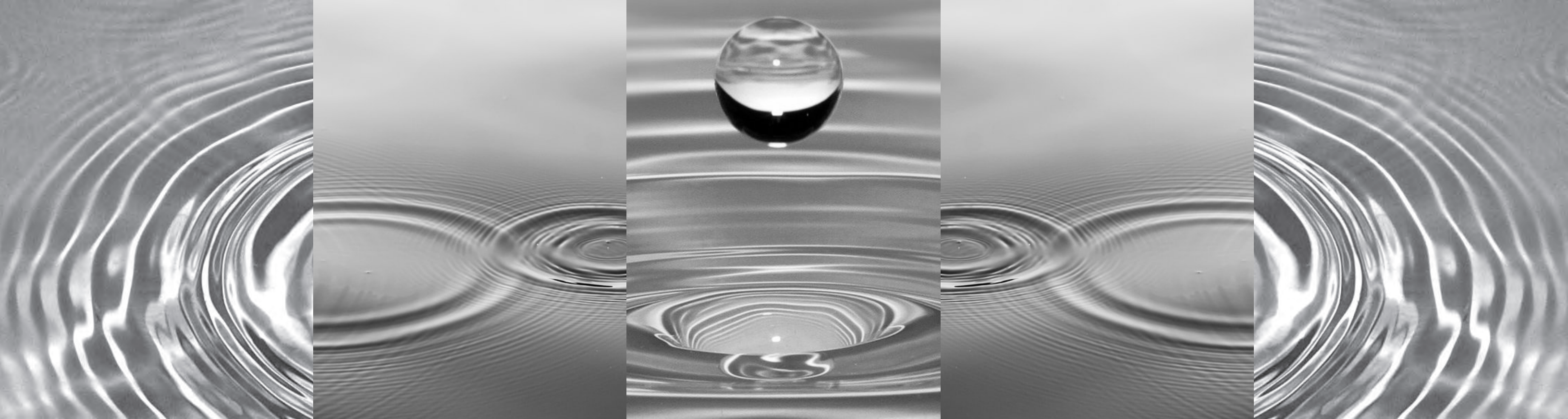


SENSUAL



FUTURISTIC

NEO COLOSSEO | ARENA | PATTERN CONCEPT



DYNAMIC

SKIPPING PEBBLE

RIPPLES

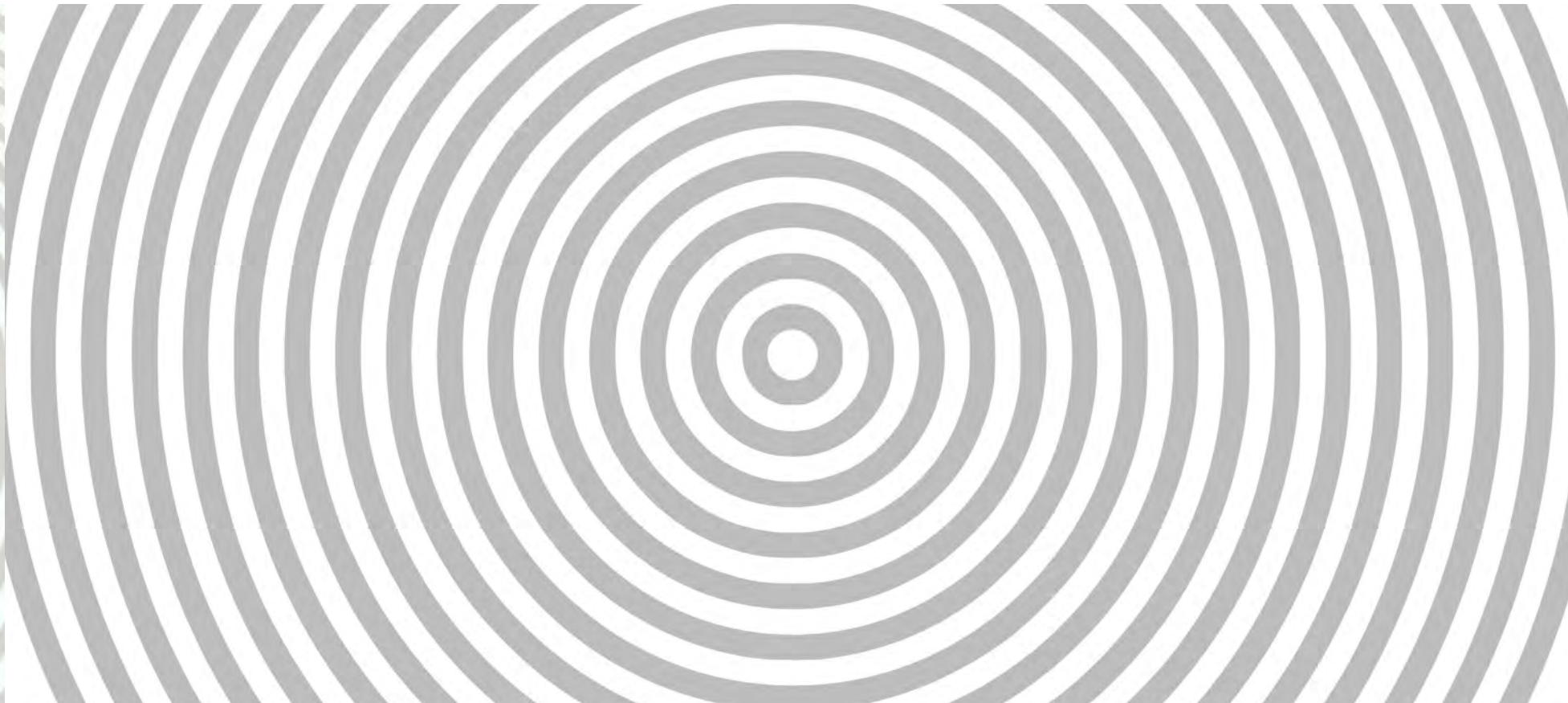
HYPNOTIC

FADING

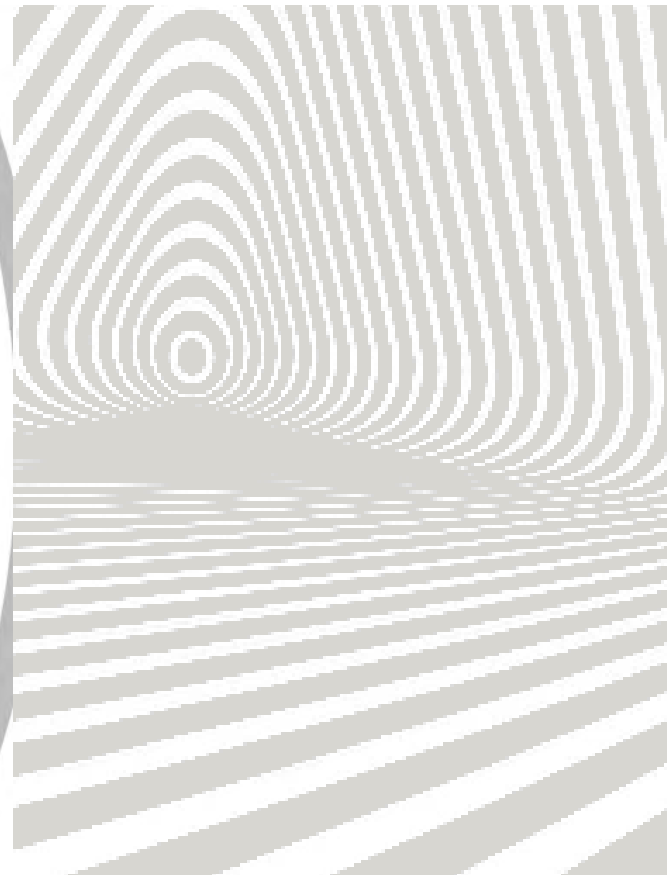
NEO COLOSSEO | ARENA | PATTERN DESIGN | VINYL APPLICATION



3 DIMENSIONAL



LOW CONTRAST



INSTAGRAMMABLE

UNFORGETTABLE

EXPERIENTIAL

NEO COLOSSEO | PEBBLE LOUNGE | LOOK & FEEL



INTIMATE



HOSPITABLE



WARM



QUIET



PLAYFUL

NEO COLOSSEO | COFFEE BAR | CUSTOM PACKAGING



GRAPHIC

STORYTELLING



SIGNATURE



MEMORABLE

RECOGNIZABLE

People will walk in and walk out of your life,
but the one whose footsteps made a long lasting impression is
the one you should never allow to walk out.

NEO COLOSSEO | COFFEE BAR | COLD BREW OPTIONS



OPTION 1 / FRAPPUCCINO
BY STARBUCKS VIA COSTCO



OPTION 2 / COLD BREW
BY BLACK CANARY
ESPRESSO BAR



TORONTO LOCAL



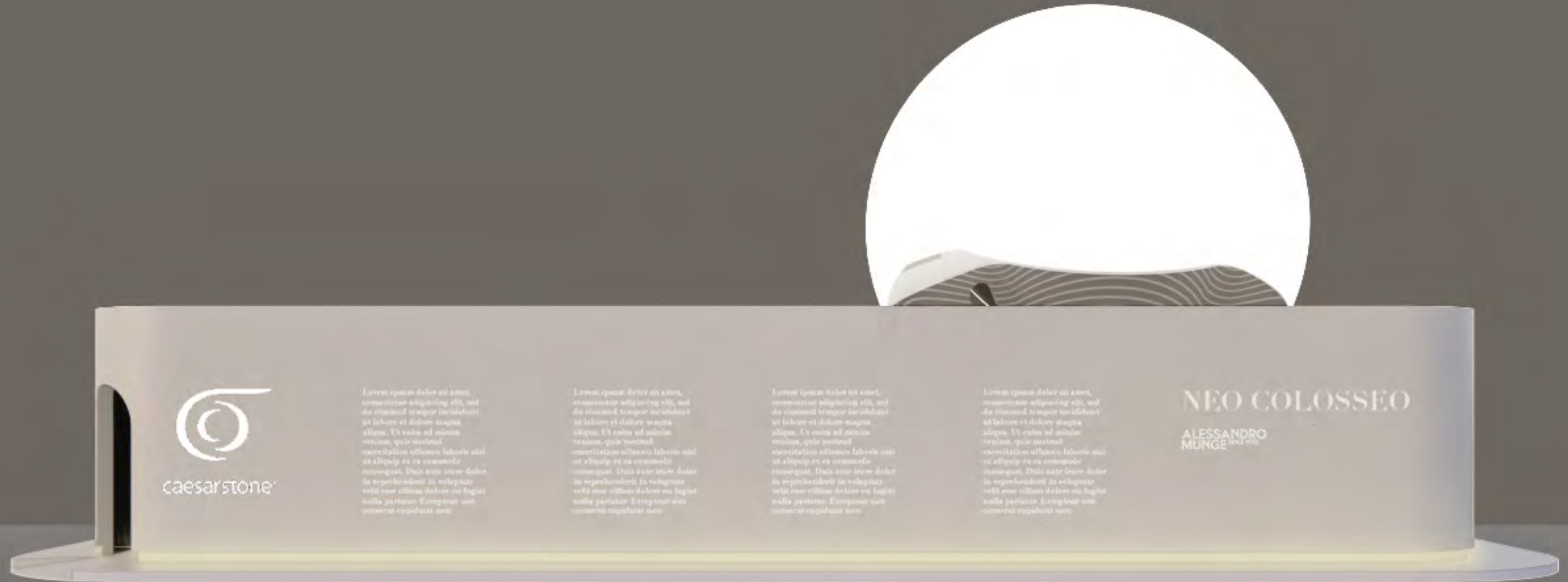
COLLABORATION
WITH SMALL BUSINESS OWNER



CUSTOMIZABLE
PACKAGING

ESTIMATED COST
\$1.50-\$2.00 PER UNIT

REFRIGERATION REQUIRED
IN STOCK ROOM



caesarstone®

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non

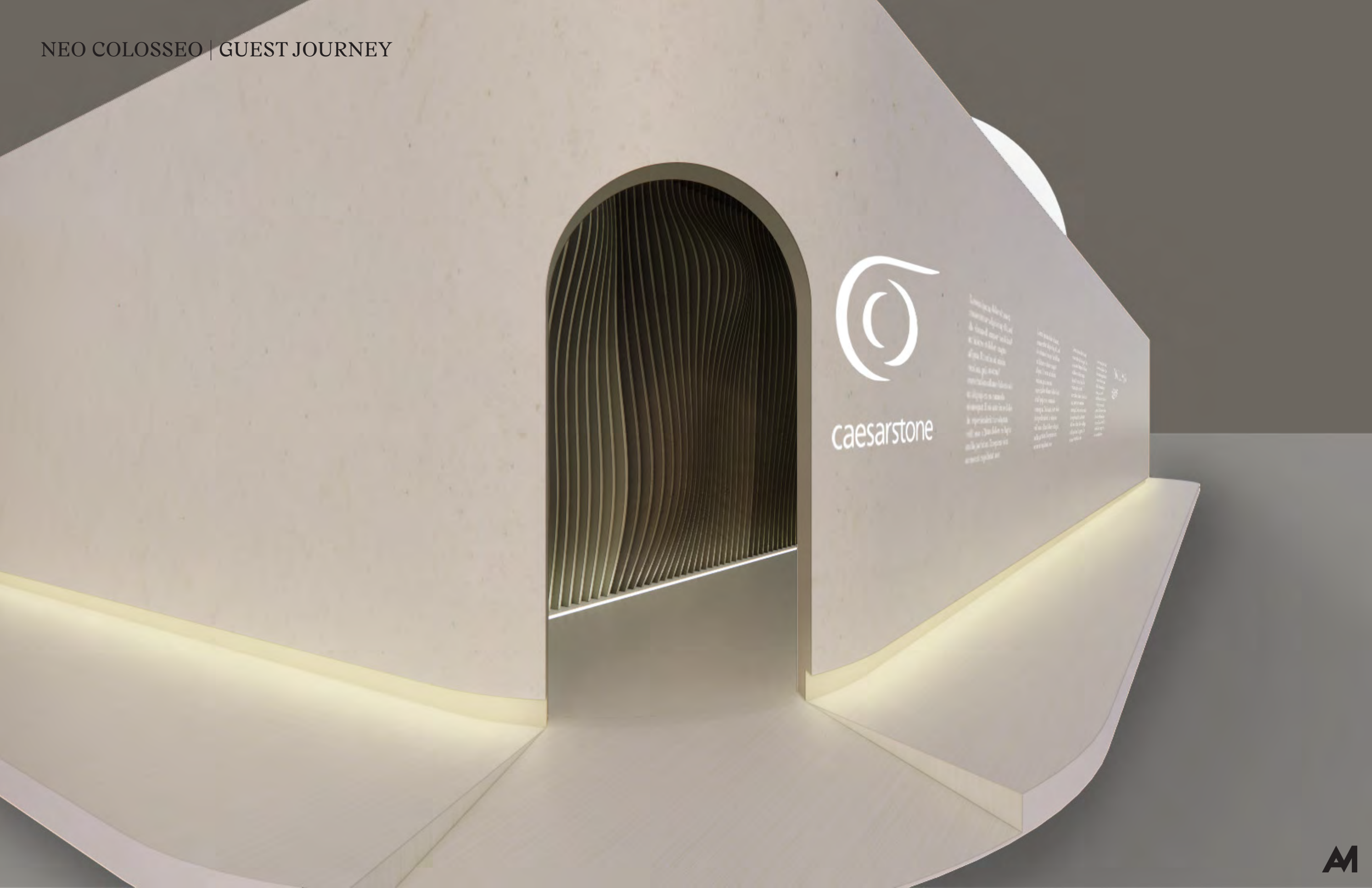
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non

NEO COLOSSEO

ALESSANDRO
MUNGE



caesarstone

La nostra storia
comincia nel 1972
a Sesto San Giovanni
in provincia di Milano
con la nascita di
Caesarstone, un
gruppo di aziende
che si uniscono
per creare un
gruppo leader
nel settore
della pietra
artificiale.
Oggi, con
la presenza
in 15 paesi
e la produzione
di oltre 10 milioni
di metri quadrati
annui, siamo
la prima azienda
italiana nel settore
della pietra
artificiale.













NEO COLOSSEO | PEBBLE LOUNGE | MATERIAL PALETTE



NEO COLOSSEO | PEBBLE LOUNGE | CUSTOM DISPLAY SHELVINGS (UNIQUE)



NEW COLOURS



PEBBLES



OUTDOORS



ANTIQUÉ BRASS



405 MIDDAY

NEO COLOSSEO | PEBBLE LOUNGE | CUSTOM DESK (UNIQUE)



WHITE OAK

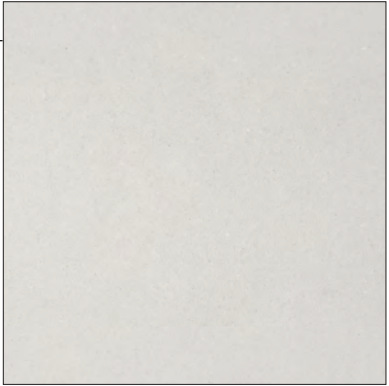


ANTIQUÉ BRASS

NEO COLOSSEO | PEBBLE LOUNGE | CUSTOM CAESARSTONE TOP TABLES (UNIQUE)



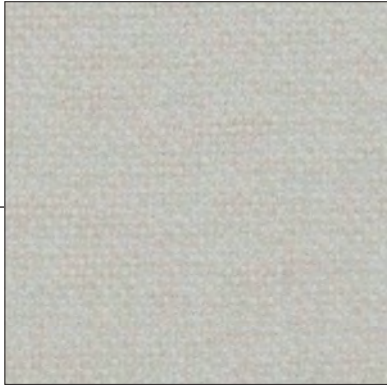
405 MIDDAY



ANTIQUÉ BRASS

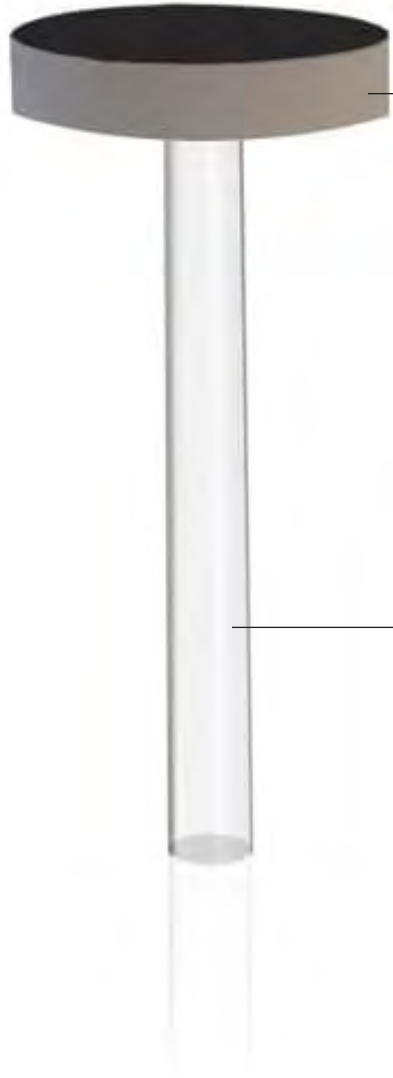


FABRICUT CONTRACT
DIVIDEND
LIMESTONE

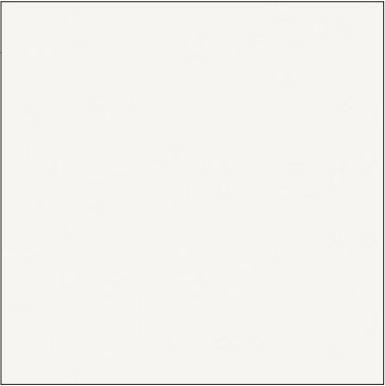


WHITE OAK

QUADRIFOGLIO
by Alessandro Munge
Made in Italy



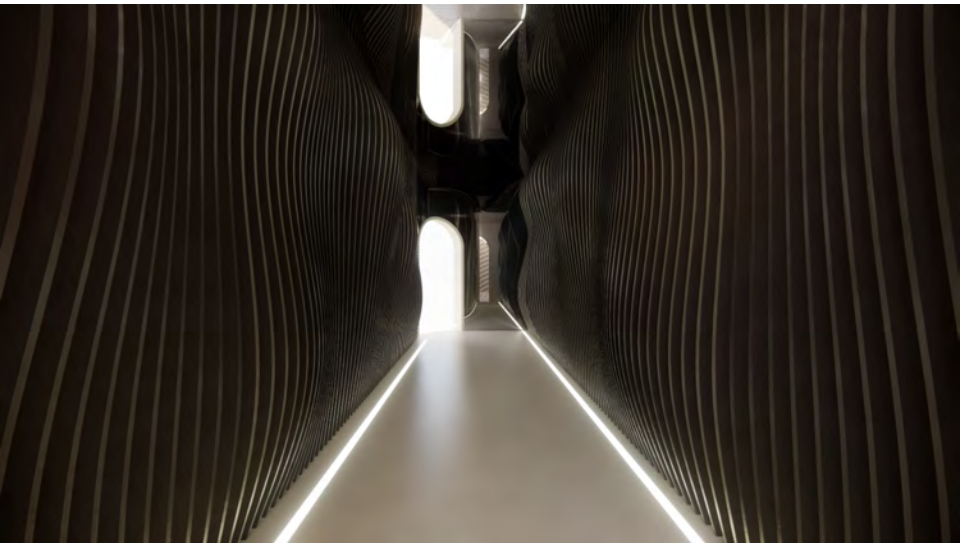
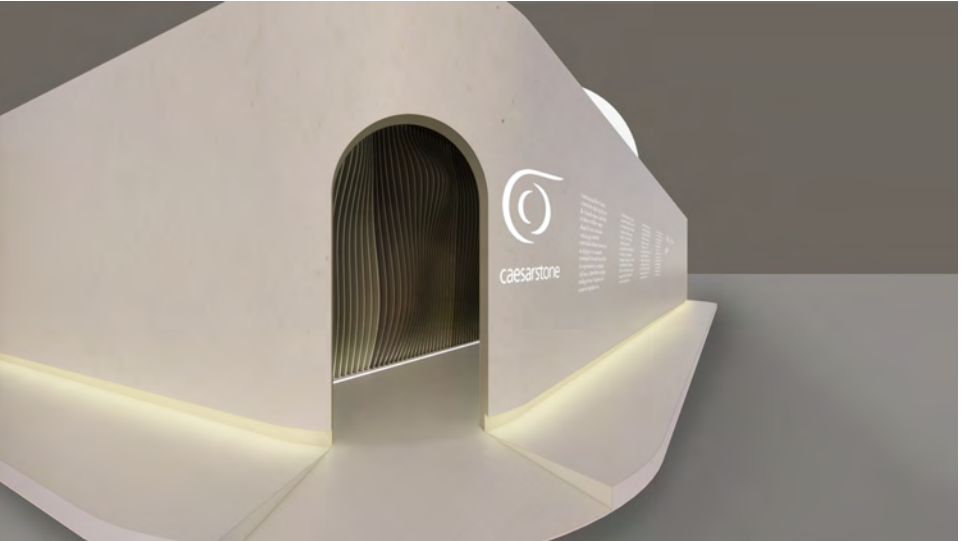
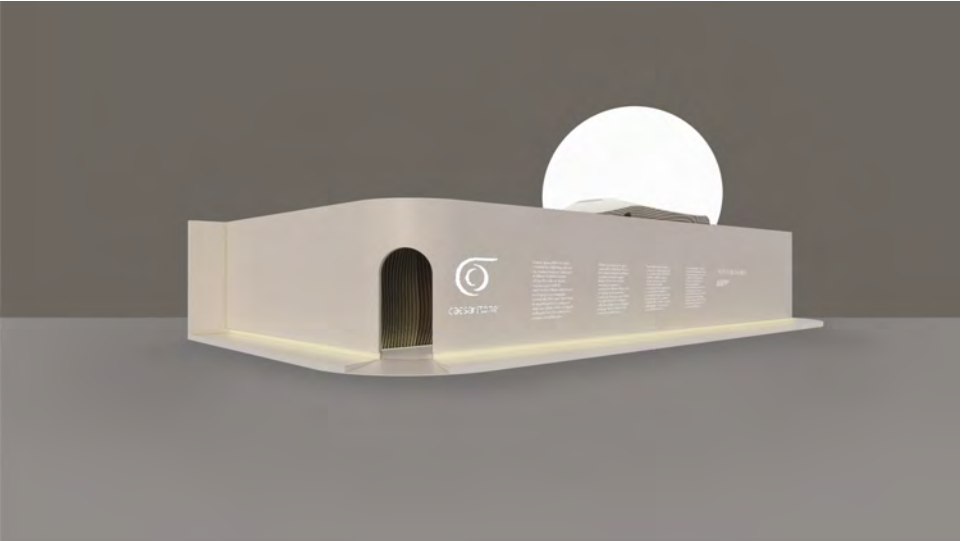
WHITE METAL



ACRYLIC

TETATET FLUTE
by Davide Groppi
Made in Italy

NEO COLOSSEO | GUEST JOURNEY



THANK YOU

太感谢了

GRACIAS

धन्यवाद

OBRIGADO

MERCI

اركش

Благодарность

ありがとう

DANKE

감사 해요

הודות

GRAZIE