

**Todd Bracher selects *Caesarstone* as his Kitchen surface for Das Haus- Imm Cologne 2017**

January 16th-20th 2017  
Hall 2.2, booth no. M20/ N29



**January 2017:** Leading quartz manufacturer **Caesarstone** announces its support of imm Cologne, for the second year running. After 2016’s collaborative success with designer Sebastian Herkner, Caesarstone has been invited back by this year’s selected designer, New York based **Todd Bracher** to help materialize his vision of the house of the future for **Das Haus 2017- imm Cologne**.

New South Wales  
**Head Office & Warehouse**  
Unit 3/1 Secombe Place,  
Moorebank  
NSW 2170, Australia

**Showroom**  
84 O’Riordan Street  
Alexandria  
NSW 2015, Australia

Victoria  
**Showroom & Warehouse**  
Factory 4  
80 Fairbank Road  
Clayton South  
VIC 3169, Australia

Queensland  
**Showroom & Warehouse**  
26 Business Street  
Yatala  
QLD 4207, Australia

Western Australia  
**Showroom**  
12 Sundercombe Street  
Osborne Park  
WA 6017, Australia

South Australia  
**Warehouse**  
214 Victoria Road  
Largs Bay  
SA 5016, Australia



This year, Bracher uses Das Haus as an experiment for better living. He creates an alternative vision where physical space is combined with emotional and psychological space- a home where body and mind intertwine, and Caesarstone’s kitchen is a central element in the connection of the physical and emotional. Bracher reimagines the traditional home by breaking down layout boundaries and creating three different, overlapping zones, reflective of the daily functions- one for hygiene, one for rest and one for nutrition and sustenance.

Bracher’s nutrition and sustenance zone is the largest and most important of the house-featuring a large scale seven meter long kitchen island created with Caesarstone quartz surfaces. Exuding minimalistic beauty, the island unit, and focal point of this zone, is created in Caesarstone 4003 Sleek Concrete, which offers the urban, industrial aesthetic of concrete but with Caesarstone’s refined quality to go with Bracher’s overall design approach. Caesarstone’s quality attributes of easy care, low maintenance and durability complement Bracher’s ingenuity and sustainability inspired vision for the future of homes. With home trends moving more towards open living schemes, the importance of the design aesthetic of the kitchen has become increasingly relevant, making Caesarstone a suitable material to implement in the home as the brand continues to be at the forefront of interior design innovation.

Caesarstone’s forward thinking is characteristic of Das Haus participants. Since its inception in 2012, Das Haus has been inviting renowned designers from around the world including Sebastien Herkner, Nipa Dopi and Jonathan Levien, and now Tom Bracher to explore and create a future orientated installation house as a part of the imm-Cologne. Given complete creative liberty, each year the end result reflects the best in design and interiors, as Das Haus is a display of trends for the future and a showcase of the leading brands in innovation and design.

*“When Todd approached us with his vision we loved the idea of breaking down the boundaries of the home, as we feel it is very relevant to Caesarstone, as our material moves away from its traditional use in Kitchens and bathrooms and into other areas of the home, endlessly expanding the design possibilities.”* **Eli Feiglin, VP of Marketing at Caesarstone.**

*“I sought to collaborate with Caesarstone on Das Haus 2017, in order to create a monolithic experience where all activities of sustenance happen organically together in the house. Traditionally speaking, sustaining focuses on the body and nutrition, however one can argue that mental and emotional sustenance is equally important. That is why we selected the Caesarstone Concrete surface, as it provides a raw, concrete appearance with durable and sustainable quality, whilst incorporating the necessary functions of dining, exploring, creating and sharing.”* **Todd Bracher, Das Haus selected Designer for 2017.**

.....END.....

New South Wales  
**Head Office & Warehouse**  
 Unit 3/1 Secombe Place,  
 Moorebank  
 NSW 2170, Australia

**Showroom**  
 84 O’Riordan Street  
 Alexandria  
 NSW 2015, Australia

Victoria  
**Showroom & Warehouse**  
 Factory 4  
 80 Fairbank Road  
 Clayton South  
 VIC 3169, Australia

Queensland  
**Showroom & Warehouse**  
 26 Business Street  
 Yatala  
 QLD 4207, Australia

Western Australia  
**Showroom**  
 12 Sundercombe Street  
 Osborne Park  
 WA 6017, Australia

South Australia  
**Warehouse**  
 214 Victoria Road  
 Largs Bay  
 SA 5016, Australia



**For more information on Caesarstone products please contact:**

Linda Hannah, Marketing Communications Manager

M: 0408 973 276

E: [linda.hannah@caesarstone.com.au](mailto:linda.hannah@caesarstone.com.au)

**Note to Editor**

**About Caesarstone**

Caesarstone is a publicly traded company on the NASDAQ. The company's surfaces and products are sold in over 48 countries worldwide. Established in 1987, Caesarstone pioneered the original quartz surface and continues to be a leading developer and manufacturer of premium surfaces. Caesarstone surfaces consist of up to 93% quartz and utilize advanced technologies and proprietary know-how. The surfaces are highly functional, design forward and have endless application possibilities including kitchen bench tops, bathroom vanities, flooring, wall paneling, furniture and more.

With diverse collections – Classico™ and Concetto® there is no limit to choice. The unique and rich variety of colours and patterns gives each customer the ability to find their 'ultimate surface' and create their own unique interior environment.

Caesarstone's extensive designs are constantly evolving and developing to meet the latest world trends and the highest level of international quality standards.

Caesarstone® quartz surfaces are available across all states of Australia and also New Zealand.

[www.caesarstone.com.au](http://www.caesarstone.com.au)

1300 119 119

**About Todd Bracher Studio**

Todd Bracher Studio helps a wide variety of businesses realize strategic differentiation through design. Over the past 20 years, Todd Bracher has collaborated with some of the most prestigious brands around the world with experiences heading Tom Dixon's design studio, acting as the Professor of Design at l'ESAD in Reims France, serving as Creative Director of the Scandinavian luxury brand Georg Jensen, and collaborating with brands such as Humanscale, 3M, Herman Miller and Cappellini. He was named one of Wallpaper\* magazine's Top 100 Global Design Influencers and in 2015 he won International Designer of the Year. His Trea chair design, created for Humanscale, won the coveted Red Dot Best of the Best Award the same year. Todd Bracher holds a Bachelor of Industrial Design from Pratt Institute in New York and Masters in Interior & Furniture Design from Denmark's Design School in Copenhagen. He has lived in Copenhagen, Milan, Paris and London and returned to New York in 2007. For more information, visit

[www.toddbracher.net](http://www.toddbracher.net).

New South Wales  
**Head Office & Warehouse**  
Unit 3/1 Secombe Place,  
Moorebank  
NSW 2170, Australia

**Showroom**  
84 O'Riordan Street  
Alexandria  
NSW 2015, Australia

Victoria  
**Showroom & Warehouse**  
Factory 4  
80 Fairbank Road  
Clayton South  
VIC 3169, Australia

Queensland  
**Showroom & Warehouse**  
26 Business Street  
Yatala  
QLD 4207, Australia

Western Australia  
**Showroom**  
12 Sundercombe Street  
Osborne Park  
WA 6017, Australia

South Australia  
**Warehouse**  
214 Victoria Road  
Largs Bay  
SA 5016, Australia



## About Das Haus

The “Das Haus–Interiors on Stage” installation simulates a residential house at the international furnishing show imm cologne. Every year, a new designer is nominated and, based on their plans and design, the fair organises the erection of an approximately 200 m2 large house in the Pure Editions Hall 2.2. Its layout and furnishings change each year in line with the plans of a new designer nominated by imm Cologne. As the guest of honour, he or she decides on the architectural elements and also the interior and outdoor décor. The furniture, colours, materials, lighting and accessories chosen by the designer add up to an individually configured interior design. The integrated concept should not just be future orientated, but also practical, workable and above all authentic. “Das Haus- Interiors on Stage” is therefore both a designer portrait as well as a visionary blueprint, an example of how we can create our own world as an expression of our personality. For more information, visit <http://www.imm-cologne.com>.

New South Wales  
**Head Office & Warehouse**  
 Unit 3/1 Secombe Place,  
 Moorebank  
 NSW 2170, Australia

**Showroom**  
 84 O’Riordan Street  
 Alexandria  
 NSW 2015, Australia

Victoria  
**Showroom & Warehouse**  
 Factory 4  
 80 Fairbank Road  
 Clayton South  
 VIC 3169, Australia

Queensland  
**Showroom & Warehouse**  
 26 Business Street  
 Yatala  
 QLD 4207, Australia

Western Australia  
**Showroom**  
 12 Sundercombe Street  
 Osborne Park  
 WA 6017, Australia

South Australia  
**Warehouse**  
 214 Victoria Road  
 Largs Bay  
 SA 5016, Australia