

MEDIA RELEASE
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AHEAD OF THE DESIGN CURVE -
CAESARSTONE TAPS INTO NEW TREND

Curves are predicted to feature prominently in residential kitchen design with the world's leading interior designers seeing them as a counterbalance to the ever-popular monochromatic colour schemes and hard-edged lines of cabinetry and appliances.



London-based interior design studio, 2LG, renowned for its simple, elegant, functional design and signature use of colour has already unveiled its very unique take on the curve in the kitchen.

Creative duo Jordan Cluroe and Russell Whitehead have pushed the boundaries of kitchen design with their RISE kitchen for London-based company, John Lewis of Hungerford. They have introduced bold, decorative curves in the form of arched cabinets and fluted glass in a multi-layered palette of lush colour and finishes.

Amid the hand-painted Lipstick pink scalloped doorways and beautiful large-scale mosaics - Zellige hand-cut glazed terracotta tiles in subtly varying shades of pink - sit the inspired curved-top storage cabinets and expansive planes of Caesarstone Cloudburst Concrete.



Cluroe and Whitehead discovered Caesarstone on a recent trip to the world's largest design show – Milan's annual Salone del Mobile – and were inspired by the beauty and practicality of the brand's Cloudburst Concrete quartz surface.

“The subtle cloudburst pattern and soft grey colouring was love at first sight for us. Its subtle movement and matt texture won us over instantly – it has a presence of its own while letting the big colour elements of the kitchen shine all the more. Its texture softens the kitchen and is easy to look after – it stays looking beautiful no matter how hard we work it,” they said.



Caesarstone's Cloudburst Concrete is part of the brand's new Metropolitan Collection of nine concrete-inspired finishes that are available nationally. Go to www.caesarstone.com.au for more details.

Caesarstone is committed to the highest safety and environmental standards and carries the ISO 14001 international standard for environmental management and performance.

Design: 2LG Studio www.2lgstudio.com

Photography: Megan Taylor www.megantaylor.co.uk

<https://www.john-lewis.co.uk/kitchen-portfolio/2lg-studio-collaboration/>

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 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.

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