

FOR IMMEDIATE RELEASE

April 2018

Caesarstone presents: Altered States by Snarkitecture at Fuorisalone 2018, Milan

April 17th – 21st 2018, 10am-7pm



CREDIT 'Altered States' at Milan Design Week | Photography by David Zanardi

Caesarstone presents: Altered States by Snarkitecture – Image by David Zanardi
Kitchen Island Installation and Pedestal Amphitheatre

April 2018: Leading quartz manufacturer **Caesarstone** has returned to Milan's Fuorisalone for the 6th time, this year to unveil **Altered States**, the highlight event of their 2018 designer collaboration programme with New York-based collaborative practice **Snarkitecture**. Being that it is the year of Eurocucina, which takes place biennially, this year's collaboration explores the core theme of the kitchen island.

"Our starting point was the Kitchen Island, which has transformed from a functional cooking area into the hub of the modern home, a space for entertainment, social interaction and performance." says **Eli Feiglin, VP of Marketing at Caesarstone**. *"We asked Snarkitecture to create an installation that will inspire architects and designers to think about the future of the kitchen and use our material in new ways."*

Snarkitecture looked at water as the most important "ingredient" in the kitchen, drawing inspiration from its changing states in nature (glacier, river, geyser) and in the kitchen (ice, water, steam) to create Altered States.

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Warehouse
14-18 Quantum Link,
Wangara WA 6065

South Australia
Warehouse
5 Hindmarsh Place
Hindmarsh SA 5016



The installation is currently being showcased at the faded grandeur of Palazzo dell’Ufficio Elettorale di Porta Romana, open to the public now for the first time during Milan Design Week. Visitors of the installation are guided through an immersive experience of a conceptual kitchen island. At the centre of the space, a large circular kitchen island, made of Caesarstone White Attica, explores the changing states of water - ice, liquid and steam – at different stations. Caesarstone surfaces are used in layers, referencing natural topography as a metaphor for nature.

Surrounding the main “arena” is an amphitheatre made up of over 250 Caesarstone and metal mesh pedestals using three different Caesarstone colours from their new industrial collection, Metropolitan: Cloudburst Concrete, Airy Concrete and Rugged Concrete to create a white to grey, monochromatic gradient, rising to emulate the appearance of a natural landscape.

"Our aim for the Milan version of Altered States is to use ice, water and steam to create a mesmerizing collective experience around a kitchen island that has been designed around these simple elements. We took Caesarstone surfaces and turned them into something voluminous and engaging, further highlighting the strength and flexibility of the material. We look forward to inviting visitors to an incredible site in Milan, to explore, and interact within an unexpected and memorable environment." **Snarkitecture**

The project is supported by Liran Wizman, owner and founder of Europe Hotels Private Collection, owner of the Palazzo dell’Ufficio Elettorale di Porta Romana.



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For more information on Caesarstone products please contact:

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Notes to Editors:

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.

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With diverse collections – Caesarstone Collection 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

1300 119 119

About Snarkitecture

Snarkitecture is a New York-based collaborative practice established to investigate the boundaries between art and architecture. The name is drawn from Lewis Carroll's *The Hunting of The Snark*, a poem describing the “impossible voyage of an improbable crew to find an inconceivable creature.” In its search for the unknown, Snarkitecture creates architectural-scale projects, installations, and objects.

Snarkitecture's work focuses on the reinterpretation of everyday materials, structures and programs to new and imaginative effect. With a conceptual approach centered on the importance of experience, the studio creates unexpected and memorable moments that invite people to explore and engage with their surroundings. By transforming the familiar into the extraordinary, Snarkitecture makes architecture perform the unexpected.

www.snarkitecture.com

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