



FOR IMMEDIATE RELEASE

MARCH 2018

**INTRODUCING 2018 DESIGN BOOK, KITCHEN TRENDS BY CAESARSTONE**

Caesarstone’s commitment to innovation, creativity and enthusiasm for design comes to life in the pages of their latest design book – **Caesarstone: Kitchen Trends**.

**Kitchen Trends - Today, Tomorrow and For the Future.**

**The Kitchen, Today**

From lifestyle and cultural trends through surface treatments and finishes, four stories take you on a journey to a better knowledge of current aesthetics.

The brand explores kitchen and tech innovations, but also the way kitchens have become the central hub of the home whilst looking at the trends that will shape the design scene in 2018.

Caesarstone: Kitchen Trends is complete with a Caesarstone colour and material palette in the shape of a stand-alone tangram made up of swatches of the related Caesarstone colours along with complimentary colours and materials. Tear it out, play with it, mix and match the trends. This book offers key insights to create tomorrow’s collections.

**See the full video:** <https://www.youtube.com/watch?v=mqDPPh1NVCU>

*Introducing...*

**Timeless Classic**

*“Past and future, work and leisure, fashion and interiors, home and retail, craft and digital. We live in a time of blurring boundaries. A time where opposites balance, inspire & complement one another”.*

In pursuit of a new equilibrium, we return to ancient formulas of ideal proportions and explore historic references to redefine perfection. This intellectual approach to creative thinking sees a fresh, timeless aesthetic arise, achieved by thoughtful and refined designs that renew Modernism.

**Urban Industrial**

*“The long-term, industrial trend will continue to be important in seasons to come but will evolve towards a more urban and yet increasingly poetic and light-hearted direction”.*

Heavy construction materials such as concrete or cement will be softened by light, feminine tints; new composites will be crafted with colourful industrial waste; and fanciful constructions will add a fun element to rough silhouettes. The serious industrial aesthetic is taking an experimental and playful stance.

New South Wales Head Office, Showroom & Warehouse Unit 3/1 Secombe Place, Moorebank NSW 2170	Showroom 84 O’Riordan Street Alexandria NSW 2015	Victoria Showroom & Dist. Centre 57 Corporate Drive Heatherton VIC 3202	Queensland Showroom & Warehouse 26 Business Street Yatala QLD 4207	Build & Design Centre Brisbane 66 Merivale Street South Brisbane QLD 4101	Western Australia Showroom Home Base EXPO, 55 Salvado Rd, Subiaco WA 6017	Warehouse 14-18 Quantum Link, Wangara WA 6065	South Australia Showroom & Warehouse 5 Hindmarsh Place Hindmarsh SA 5016
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**Calm Luxe**

*“Our world is moving faster than ever and time comes in short supply, so we try to live more slowly, design more thoughtfully, and find joy in quieter, softer environments”.*

We pare back to the essential to make room in our minds, lives and homes. Our living spaces have a peaceful, calming quality that provides a visually light haven that soothes the eye but also the mind. This is an acutely minimal direction, elevated by careful details and high-quality finishes.

**Wild Living**

*“We seek deeper and more visceral connections to nature in an attempt to more meaningfully connect with the off-screen world. Surfaces, materials, colours and even shapes are drawn from the Earth and its untamed landscapes. We bring the outdoors indoors”.*

Lush vegetation or textured finishes that play to our senses and answer our longing for real, rough, even feral tactility. Technology also takes a more low-key direction – ancient crafts and natural materials are combined with technological advances to create new, contemporary products and appliances.

For further detail view online now at [www.caesarstone.com.au/cs-kitchen-trends](http://www.caesarstone.com.au/cs-kitchen-trends)

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

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**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 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

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