



MEDIA RELEASE

1 December 2020

**OUTSIDE SPACES AS STYLISH AS INTERIORS.**  
**ADAM ROBINSON PARTNERS WITH CAESARSTONE**



Australia's award-winning landscape designer and exterior stylist, Adam Robinson, is teaming up with Caesarstone Australia to help home builders and renovators tackle the ultimate design challenge - creating outdoor spaces as stylish and seamless as their home interiors.

The announcement follows the launch of the [Caesarstone Outdoor Collection](#) and [Adam Robinson's](#) appointment as brand ambassador for the new product range, which sees highly durable and UV resistant quartz surfaces entering the marketplace in an industry first for engineered stone and outdoor design.

According to **Caesarstone GM Marketing, Grant Vandenberg**, *"Adam is the perfect fit to be working with Caesarstone. He has an incredible eye for design, and his outdoor projects look and feel spectacular. With the new Caesarstone Outdoor Collection now available, together we'll be inspiring people to create their dream outdoor space."*

With a successful career spanning across landscaping, interior design, styling and construction, Adam Robinson comments; *"I'm excited about this collection, we can finally use the beauty and luxury of*

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*Caesarstone in our outdoor designs. It's the perfect opportunity for me to show you how to get the best from the new collection for your outdoor space, including the do's and don'ts of great outdoor design."*

With enforced confinement as a result of Covid 19 contributing to the growth in home improvements, a recent online survey<sup>3</sup> by Houzz users indicates changes to the outdoors (30%), kitchens (26%) and bathrooms (24%) are leading the way for renovation projects.

Working in partnership to harness their expertise, Caesarstone and Adam Robinson will be creating content to inspire and help people planning their renovation journey, including a 12-part podcast series for release in 2021 with tips, advice and guests from across the design industry.

**-ENDS-**

**Notes for Editors:**

**Caesarstone Outdoor Collection:**

Caesarstone Outdoor Collection features three highly durable and UV resistant quartz surface designs - Midday, Palm Shade and Clearskies. Each design works in harmony with modern homes across a broad range of internal and external applications whilst maintaining exceptional mechanical and physical properties even after long-term exposure to the sun. Standardised testing shows the surfaces outperform other outdoor surfaces, including granite, ceramic, concrete and stainless steel.

**Media Release:** [Outdoor Collection Launch](#)

**Website:** <https://www.caesarstone.com.au/outdoor-collection-by-caesarstone>

**Trends:**

According to the annual Houzz & Home Australia Study 2020<sup>1</sup>, nearly half of respondents (48%) reported a renovating project in 2019 with 10% spending \$150,000 or more. Data from June 2020<sup>3</sup> indicates minimal disruption to renovations plans as a result of Covid 19; Houzz data suggests an increase in home-improvement projects, likely fuelled by the Government HomeBuilder grant of \$25,000 for substantial contracted renovations within the region of \$150,000 to \$750,000. Less than 1% of people surveyed<sup>1</sup> have cancelled renovation projects due to Covid 19.

<sup>1</sup>2020 Australia Houzz and Home AU Renovation Trends Study polling 4,205 homeowners

<sup>2</sup>2019 Australia Houzz and Home AU Renovation Trends Study polling 7,824 homeowners

<sup>3</sup>Online survey fielded to Houzz users between 29 June and 6 July 2020

**Adam Robinson:**

Born in 1983 in Sydney's North West, Adam qualifications include horticulture, landscaping and interior decoration. After successfully redecorating his bedroom at 16, his parents asked him to redesign the kitchen, living room and garden. Starting Adam Robinson Design (ARD) in 2011, ARD has grown exponentially, winning the National AIDLM (Australian Institute of Landscape Designers and Managers) award for Best in Category for Rooftop & Balcony Garden Design in 2016. Adam thrives on running his design studio and working with his team to create beautiful, evocative and functional, urban spaces for residential clients. Adam provides

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workshops on styling, decorating and various other design topics. As a trained presenter, Adam enjoys public speaking and has featured alongside his design projects on television lifestyle programmes. Adam believes gardens are living, interactive and evolving spaces, which with considered design, can be therapeutic and healing. His philosophy is 'better garden, bigger life'.

### Caesarstone Australia

Caesarstone is a leading manufacturer of premium quality quartz surfaces. Established in 1987, the company pioneered high-quality surfaces utilising advanced technologies and expertise. Caesarstone continues to lead the industry in new trends and colours of high-quality quartz surfaces for indoor and outdoor use. Consisting of up to 90% quartz, they retain the cool tactile qualities of nature's strong stones with enormous application possibilities including surfaces for alfresco settings, kitchen benchtops, bathroom vanities, furniture and more. Caesarstone offers a product that is highly functional, design-forward and beautiful. With a unique and rich variety of colours, patterns and textures across the entire range customers can find their 'ultimate surface' and create a unique space. Caesarstone's extensive designs are continually evolving and developing to meet the latest global trends and the highest level of international quality standards. Caesarstone® quartz surfaces are available across all states of Australia and New Zealand.

**For more information:** <https://www.caesarstone.com.au/>, Facebook, Instagram and Pinterest.

**Contact:** 1300 119 119.

**Media Enquiries:** [media@caesarstone.com.au](mailto:media@caesarstone.com.au)

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