



**FOR IMMEDIATE RELEASE**

## **CAESARSTONE ANNOUNCES COLLABORATION WITH TOM DIXON FOR THEIR 2016 GLOBAL DESIGNER COLLABORATION PROGRAMME**



Images by Ruth Ward

**October 2015:** Leading quartz manufacturer **Caesarstone** announces collaboration with world-renown designer **Tom Dixon** for their 2016 Designer Programme. Since 2013 the programme, embodying the vision of Caesarstone CEO Yos Shiran, has pushed the boundaries of experiential design events with engaging work from Nendo, Raw Edges and Philippe Malouin.

For the first time the 2016 programme will span multiple locations, commencing in January at the Interior Design Show (IDS) Toronto, continuing to Milan in April for Milan Design Week and followed by other locations in North America, Europe and Asia.

Tom Dixon's vision includes four semi-professional kitchens based on Ice, Fire, Earth and Air, celebrating local heroic foods from the four chosen cities. Each kitchen is themed around an element relating to a feature of the local culture e.g. Ice for Toronto and Earth for Milan. Processes such as freezing, harvesting, pounding and chopping will be celebrated, with the noise, steam, flame and smoke creating a theatre of food and cooking and demonstrating the hard wearing qualities, durability, flexibility and beauty of Caesarstone.

The first Toronto kitchen will experiment with the translucency and luminosity of Caesarstone in an art gallery installation. Playing on the tradition of Canadian ice fishing and challenging Caesarstone surface materials with very low temperatures, food will be served on a floating water conveyer belt across frozen surfaces.

Yos Shiran, CEO of Caesarstone, comments: "*Caesarstone has primarily been used for kitchen surfaces and food preparation and this installation marries our own design essence and creative platforms with Tom Dixon's innovative vision of elements and culture-inspired kitchens*".

The collaboration was announced on October 8<sup>th</sup> at a Caesarstone x Tom Dixon press breakfast at Multiplex, the Old Selfridges Hotel, with food concept developed by [Arabeschi di Latte](#) who will consult on the entire programme.

– ENDS –

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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 50 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 countertops, bathroom vanities, flooring, wall panelling, furniture and more. With diverse collections – Classico™, which includes the Supernatural Collection, and Concetto™ there is no limit to choice. The unique and rich variety of colours, patterns and textures 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. [www.caesarstone.com.au](http://www.caesarstone.com.au)*

### **About Tom Dixon:**

*Established in 2002, Tom Dixon is a British product design brand. With a commitment to innovation and a mission to revive the British furniture industry, the brand is inspired by the nation's unique heritage and produces extraordinary objects for everyday use.*

<http://www.tomdixon.net/uk/>

### **About Multiplex:**

*Held to coincide with four of the most important events on London's creative calendar – London Fashion Week, London Design Festival, the BFI London Film Festival and the Frieze art fair – MULTIPLEX brings together design, technology, fashion, film and interiors to explore how the future of retail might look, sound, smell, taste and feel. MULTIPLEX will be hosted in The Old Selfridges Hotel, a 20,000 square foot site attached to the iconic Selfridges department store in central London. Visitors will be able to explore departments dedicated to technology, home, fashion, beauty, jewellery, as well as a food hall. Our brand partner Wallpaper\* will install an edit of its Handmade exhibition for the month and set up a temporary editorial office on-site, which will in turn be shot for its November issue. The site will also host an eclectic range of events, installations, pop-ups and interventions. This will act as a magnet for Londoners and the creatives who flock to the capital across this month.*

<http://www.tomdixon.net/uk/multiplex>