

# Beyond the Surface

Candid  
insights and  
inspiration  
for creators

2024

 caesarstone®



 caesarstone®

# Welcome

## Join us on our exploration at the crossroads of culture and design

For over three decades, Caesarstone has harnessed the earth's raw minerals to craft the most trusted and durable countertops. We've been at the helm of surface innovation since 1987, driven by our passion to blend exquisite design with cutting-edge technological advancements to bring our customers' visions to life. This year, for the first time, we are excited to partner with experts in the field on a unique collaboration to deliver thought-provoking inspiration to you, our valued community.

At our new Charlotte Design Center, we hosted some of the most talented designers, content creators, and lifestyle experts in North America for an inaugural gathering of the Caesarstone Circle. This diverse ensemble of talent came together for an in-depth discussion spanning a broad range of topics, such as the emotive power of color, how to embrace AI for planning, the cyclical nature of fads, the future of sustainability, and cultural impacts in the design industry.

This 'meeting of the minds' has conceived our first issue of *Beyond the Surface*: a profound exploration on design and how it should be an authentic reflection of its creators. Extending past mere critiques or commendations of trends, *Beyond the Surface* draws on the panelists' wealth of experience to offer a deeper understanding of how different influences ignite our imagination and foster emotional connections without sacrificing functionality.

Join us for candid insights, practical advice, and genuine inspiration, as we celebrate the transformative power of design in our work and play spaces.



## Discussions

### Color is a *Power* Which Directly Influences the Soul 08

Color is more than meets the eye

### The Era of *AI* 16

The up- and down-sides of  
technology on design

### How *Not* to be Trendy 22

How to stay true and timeless  
through any era

### Design *for Good* 27

Sustainability: it's no longer an option

### *Cultural Impacts* on Design 32

Inspiration comes from anywhere—  
and everywhere

### How to *Get Started* 38

Practical tips, tricks, and advice

Get to know the

# Caesarstone Circle Advisory Panel



For the first time, Caesarstone has brought together seven industry specialists from various backgrounds and locales in North America to form an original and unique panel of professionals called the Caesarstone Circle.

Consisting of a vast pool of talent, including interior designers, architects, product designers, bloggers, and influencers, this advisory panel brings a personal lens to the table for an in-depth discussion uncovering the human element behind design trends. Beyond just hot colors and popular materials, the panel digs into how cultural movements and social fads impact design from a practical and emotional standpoint, exploring broad-ranging themes like how changes in family composition and dynamics influence home layouts and flow. The discussion brings about some great insights and ideas informed by years of experience, intuition, passion, and vision.

Discover what this group of talented designers, content creators, and lifestyle experts reveal about how culture and design trends are shaping how we create the environments where we live, work, and play.



**Brian Brown**

Interior Designer  
San Diego, CA

*"My design philosophy is laidback and minimal with little ornamentation, basing on the horizon line of the beach and pulling colors and forms to reflect the Southern California landscape."*

+ MORE



**Kickie Chudikova**

Product & Furniture Designer  
New York, NY

*"For me, it's all about how to bring sculptural forms into everyday life. Color has a strong presence in my work. It adds a little joy into everyday life."*

+ MORE



**Marti Gallucci**

Design Director  
Toronto

*"At the end of the day, we really just want to create a sense of belonging and we use design as a tool to achieve that."*

+ MORE



**Camille Styles**

Influencer & Blogger  
Malibu, CA & Austin, TX

*"I'm guided by the things I personally love. I'm always looking for designs that evoke an emotion and want things in my house to make me feel something."*

+ MORE



**Joy Green**

Influencer  
Houston, TX

*"Find a little bit of joy and sparkle in every day. Find that little light in everything, no matter what you're going through."*

+ MORE



**Matthew Quinn**

Kitchen & Bath Designer  
Atlanta, GA

*"A better and more layered project is one where everyone—architect, interior designer, kitchen designer, builder, landscape designer, lighting designer, etc.—brings their expertise to the table to work together in collaboration."*

+ MORE

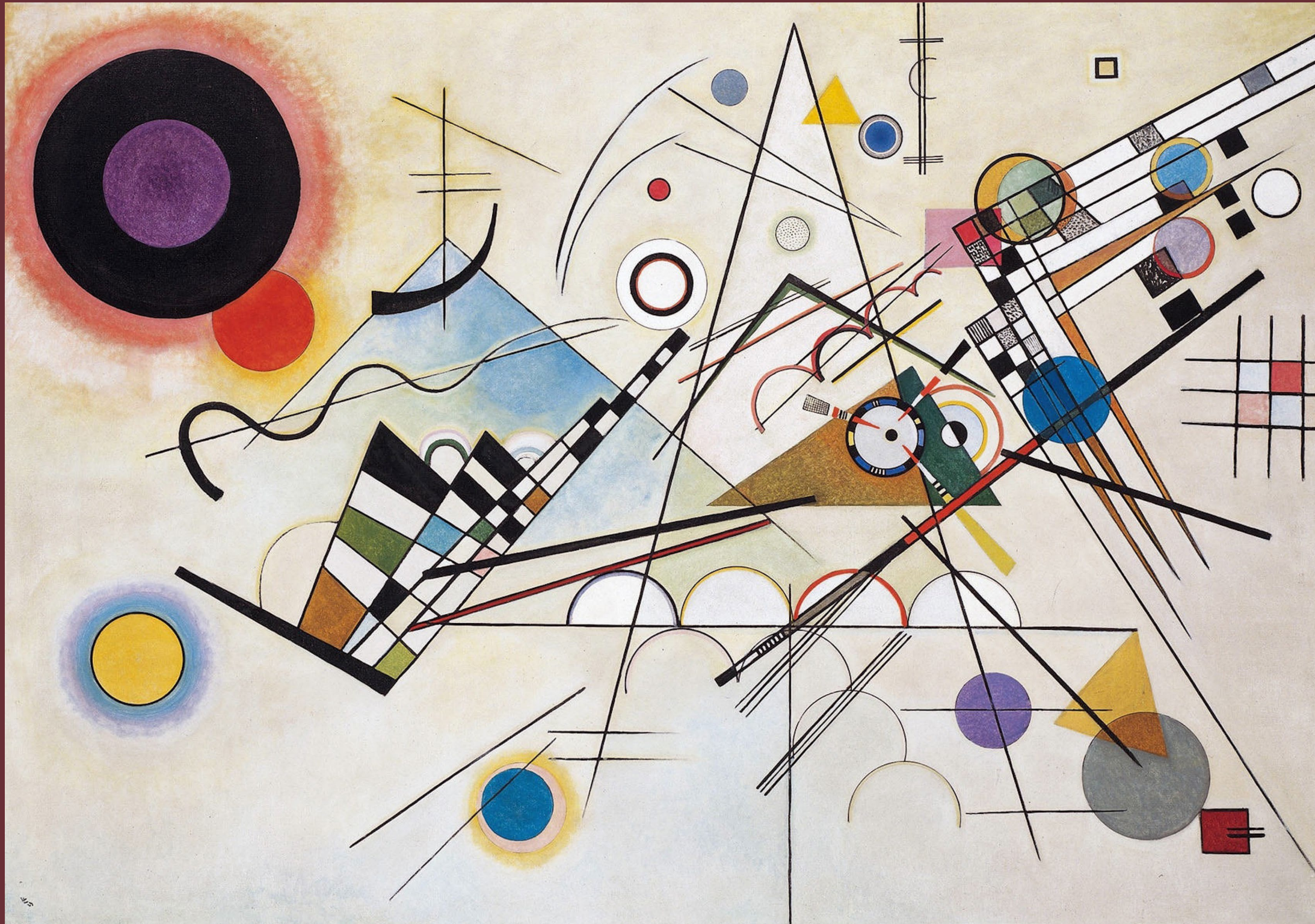


**Vanessa Fong**

Architect & Interior Designer  
Toronto

*"How we live, how we congregate, that moment of coming home—capturing that moment of releasing—is primal in how we design homes."*

+ MORE



Wassily Kandinsky Composition VIII (United States Public Domain)

# Color is a *Power Which Directly Influences the Soul*

## **Kandinsky and the emotive power of color**

Color isn't merely all around us—it's within us. Wassily Kandinsky, an early 20th-century Russian abstract painter, recognized the power of color to evoke "inner resonance". Like musical notes, Kandinsky believed that different colors embody a unique tone. Each hue inspires an emotional connection—from energy and passion to warmth and calm—not just reflecting our feelings and experiences, but also guiding them. Today, the Caesarstone Circle, inspired by Kandinsky's words, explores how color can impact our designs—and ultimately our holistic well-being.



*“Punchier colors elicit bolder emotions and personality.”*



**Evoking emotion through color**

Caesarstone’s panelists know from their own designs and creations that color does evoke emotion. This is clear anytime you walk into a new space. While neutral and earth tones bring a sense of serenity, darker and punchier colors elicit bolder emotions and personality.

But how can we put these experiences into practice in our homes and design spaces? Because color influences emotion, we must consider the purpose behind every room. For example, entertainment areas are meant to stimulate happiness and warmth, so reds, oranges, and yellows can be ideal. On the other hand, private spaces like bedrooms and bathrooms may be well-suited for calming hues like blues and greens (or the “bleens” in between).

Color psychology is an excellent foundation for design, but so are lived experiences. As you’ll see from our panelist’s insight, a palette isn’t a prison—it’s a starting point.

*“Start with a more neutral foundation in the larger surfaces to give the freedom to bring color in.”*

**Embracing the “safe” and the “risky”**

Let’s dive deeper. You know how you want each room to feel and the experiences they should create, but there are no universal truths in color. Design should embody your individual tastes, personality, and needs—especially if you’re going to love it forever. Yet, we’re often torn between “safe” and “risky”. If you lean toward the bold, can your home still be a welcoming sanctuary? And, if you want to remain timeless, are you restricted to whites, beiges, and “greiges”?

The answer lies in balance and creative ingenuity. In residential homes, Camille prefers to “start with a more neutral foundation in the larger surfaces to give the freedom to bring color in”, where desired. A neutral canvas doesn’t mean an absence of color—or that you don’t love color. Other panelists have seen this become a recurring theme in design, with people repainting furniture or doors for seasonal flair to complement more subdued walls. This is why many Caesarstone designs incorporate subtle patterns and colors to provide a backdrop for

statement colors. Even the darker patterns can ground a space with a softer, more monochromatic palette. These details offer flexibility in creative expression.

Of course, some situations call for extra risk and pizzazz. Joy agrees that neutrals are ideal for the living spaces, but enjoys having fun with color in small areas like the kids’ rooms. Her daughter’s bright pink walls and quartzite bathroom slab are packed with personality, as is her son’s psychedelic blue room—these colors heighten the fun and make the kids’ spaces feel like their own. The same goes for Marti’s commercial projects, where adventurous colors like reds and greens are opportunities to elevate a concept for a hotel or restaurant.

The “right” color all depends on context and individual preference. Regardless of whether you choose a “safe” or “risky” design, you must stay true to yourself and the space’s purpose. And for long-term choices, like countertops, versatility is crucial. Caesarstone designs are purposefully chameleon, pairing well with any artistic choice and palette.



Joy infuses color and personality into her kids’ rooms.



At the Kimpton Banneker Hotel in Washington, DC, Marti incorporated a neutral Caesarstone countertop that allows colors to pop.

### Inspired by the natural world

Another source of inspiration when envisioning your perfect space can be simply the world around you. As human beings, we're innately connected to nature. Crystalline oceans, lush forestry, rolling meadows—each scene becomes an emotive experience able to be recreated through design.

As Vanessa says, "We gravitate towards organic colors and textures because, at the end of the day, we're primal." Knowing this, Caesarstone draws from nature's palette, finding inspiration in the patterns of weather, the passage of time, and the transformative power of natural elements. Just as water shapes river stones and time enriches hues, Caesarstone offerings incorporate nature into each space to echo authentic beauty.

As someone who likes to infuse the natural landscape into his ideas, Brian prefers Caesarstone's earth tones because they have movement but aren't overwhelming (which can date itself quickly) although he's quick to remind us that it doesn't have to be boring. Layering warm and cool neutrals creates balance, while contrasting dark and light adds excitement to make the results more dynamic.

Natural tones don't exist in opposition to your individuality; they can work in harmony, like in nature itself. As Camille points out, design can be vivid but still organic—like the color of a sunrise.



### Designing with the senses

Color moves beyond the visual to the emotional. It's wholly immersive. When designing a space, asking "What color can this surface be?" isn't enough. Instead, consider how each choice resonates with you as a living, breathing human being.

"Everything connects back to the five senses," Vanessa explains. What is the thermal comfort of the room? What textures do you see in the space? You must first understand the proportions of the room and then find balance between the texture and color of materials. A tactile, more organic surface invites the sense of touch to kindle a tangible experience, while a shiny, reflective surface can feel cold and trigger a sense of distant fragility.

Equally important when choosing colors, Kickie says, is a room's amount of natural light around the calendar year. Lighting factors provide context to make a space feel more dark or cold, warm or bright—which changes with the seasons. Surfaces can come alive, reflecting light differently when bathed in light versus when cloaked in shadow. Simply put, the same colors can provide different experiences when paired to the natural world.



Kickie's Insectum Installation at Alcova in Milan plays with light and geometry to represent the insect world.

*"Everything connects back to the five senses."*



“Unearth the colors of your life.”



### Love the color you live in

A lot of design trend reports focus on the color of the year—the very antithesis of timeless. The Caesarstone Circle believes it should go deeper than that: color is a profoundly personal experience, and you should embrace the tones that create Kandinsky’s “inner resonance” within you.

You should feel encouraged to break free from short-lived trends and unearth the colors of your life, taking inspiration from the shades that innately speak to you and ground you. Your own personal “color of the year” never goes out of style.

### Where to begin

Not sure which colors speak to you? Matthew says, “Start in your closet for inspiration.” How we choose to adorn ourselves often reflects the colors and materials that evoke our individuality. Brian has lots of neutrals in his closet, organized from dark to light, cool to warm. For Camille, feeling like herself is all about classic, timeless pieces—items she’ll want to wear forever.

But don’t stop there. There’s a world of inspiration all around you. What kind of art moves you? What’s your favorite hotel or restaurant? What kind of car do you drive? The secret to your design aesthetic and style can lie hidden in plain sight.

### Pro Tips

First things first: space planning should come before materials and color.

Used together, color psychology and personal expression are your ultimate guides.

If torn between “safe” and “risky”, remember smaller elements are a great way to enliven a neutral, organic backdrop.

When choosing colors and finishes, understand the natural and artificial light patterns in the space at different times of the day.

Layer neutrals—playing with warm and cool and dark and light—to add balance or dynamic excitement.

Find your color and style in unconventional places.

And, most of all, forget trends and stay true to inner resonance.

### Survey Says...

Take the [Kandinsky Form and Color exercise](#) to see if the master can read your mind!

# Our Quartz Surfaces

Everlasting beauty, durability, and strength.

Our quartz surfaces offer exceptional versatility, delivering timeless beauty through an array of patterns, finishes, and colors that enrich people’s lives.

Our quartz surfaces are made from natural minerals, resins, and pigments expertly blended to create the most durable surfaces on the market, and our innovative approach to design has contributed to making quartz one of the most preferred materials for countertops by architects, designers, and homeowners.

### Vanilla Noir

A rich and luxurious ebony base, Vanilla Noir is washed with expanding creamy veins to exude a bold personality.

[View our complete portfolio](#) ▶

caesarstone®





# The Era of AI

## Human touch in an AI-powered world

It's inescapable—artificial intelligence is quickly permeating our lives. In fact, anyone who uses a smartphone interacts with AI every day, whether they realize it or not. And now, it's transforming industries, from science and medicine to transportation and entertainment.

As we saw during the Hollywood writers' strike, this infusion of technology into art can feel like an encroachment on human creativity. Design is no different. In the inescapable conundrum of humans versus machines, can we ever hope to come out on top? With thoughtful optimism, Caesarstone Circle panelists discuss the pros and cons of today's hottest technology: where it helps, where it hurts, and how it can be applied to design without erasing the personal, professional touch.





This AI-generated design can set unrealistic expectations.

### Putting AI to good use

At the end of the day, the panelists agree that AI is here to stay, so we may as well harness it to elevate our work. Of course, this doesn't mean embracing intelligent technology blindly. AI can be a helpful tool for inspiration and efficiency, but it often fails to consider what's practical and feasible. Only professionals (who know how to ask the right questions and fully understand their clients) can transform ideas into realities. For this reason, it's vital to assess AI from every angle before embracing it whole-heartedly.

### The upsides of AI

In this age, AI's potential feels unstoppable. But what value does it bring to design?

#### GREATER EFFICIENCY

We all know that technology can streamline certain processes. Joy likens AI in design to a beauty salon experience: you can simply describe a hairstyle, or you can show the stylist exactly what you want.

Brian experienced this firsthand with a client who had an abundance of ideas that were quite challenging to pull together into a cohesive design. Utilizing AI as a tool, he inputted the various styles and colors until he found a focused, viable option that matched the client's vision. In instances like this, AI can be used to facilitate the creative process and ensure the client and the creator are on the same page.

#### IMMERSIVE OPPORTUNITIES

Design choices can last for years—even decades. So, it's important to bridge the gap between concept and completion in a way that instills confidence.

Finding ways to bring ideas to life and test their feasibility is difficult, but AI offers an opportunity to do just that—in a low-risk setting. Matthew's studio already leverages this AI benefit. Since budget isn't a concern for his clients, Matthew's greatest challenge is pushing the envelope and creating something entirely fresh. He presents ideas by projecting envisioned designs on all four walls of an "immersion room". Clients get to exist in the space and walk through it—allowing them to make future-proof decisions.

*“Sometimes AI can paint an unreliable picture of what is practical—or even possible.”*



Matthew's clients can experience a virtual or real walk-through design before it's brought to reality.

The ability to truly experience design spaces benefits everyone, from designers wanting to show their clients what to expect to DIY-ers who might find the process overwhelming. That's why Caesarstone includes augmented reality (an application of AI technology) in their 360 Platform to help consumers visualize the full slab. By simply scanning a QR code, users can overlay Caesarstone countertops on existing surfaces; this is far more immersive and gives a better sense of how the countertops compliment the space versus relying on small sample tiles.

#### CREATIVE LICENSE

Technology like AI can also unlock artistic expression and allow designers to explore the boundaries of their creativity. Last year, Camille had the opportunity to participate in a unique design exhibit; just like in a traditional showhouse, each designer presented a different room—but it was all virtual. Because the spaces were simulated, rather than physical materials, designers could dream up extraordinary ideas. The only limit was their imagination.

The simulated experience certainly made the event exciting (in fact, the virtual element was the main selling point for the designers who participated). Still, it gave Camille pause and left her wondering, "What are we really inspiring for people with no budget in mind?"



AI gives designers creative license to test the limits of their imaginations.

### Where AI falls short

As the panelists continue to explore AI in design, it becomes clear that there's a time and a place to dream big—and endless options may not always lead to great results.

#### FALSE PROMISES

Technology may spark new ideas, but it can be misleading. The average consumer may not be able to differentiate a computer-generated image from a real design. It's not uncommon for clients to bring designers something they've seen on Instagram, not even realizing the portfolio isn't real.

Sometimes AI can paint an unreliable picture of what is practical—or even

possible—for clients. Vanessa recalls working with a client who fell in love with an AI-inspired design, but in reality, the concept was impractical. It set her up for failure as a designer to disappoint her client with the news this "perfect" space wasn't physically possible. Another concern in a case like this is that a client might avoid the creative team altogether and go straight to the builder with the AI-based design, which would inevitably prove untenable. Or in other cases, they might get excited about an idea, only to find out it wildly exceeds their budget. The panelists know this experience all too well, wryly wishing AI designs came with a visible price tag.



Marti uses cuisine to inspire this design of IQ FOOD CO in Yorkdale Mall, Toronto.

### INSPIRATION OVERLOAD

There *can* be too much of a good thing. Inspiration overload can lead to unoriginality, leading clients to be stuck in a sea of sameness. On the flip side, with AI putting virtually endless choices at our fingertips, it can result in decision-making paralysis. It's like browsing a popular streaming service: choosing the best TV series feels overwhelming when we have hundreds of options.

In the real world, designers know how to inspire decision-making through carefully curated selections. Marti believes this is the greatest value professionals provide over AI—the knowledge to guide design in the right direction. In her commercial projects, like hotels and restaurants, clients often don't know what they want, and they look to Marti for creative leadership. Human insight allows her to use context to draw inspiration, for example, using a restaurant's cuisine to evoke unique ideas for that space.

### Why the human touch wins

Ultimately, AI can be a great tool for inspiration, immersion, and creative exploration, but it doesn't replicate the knowledge and experience a professional brings to the table. As Kickie says, "Designers remain the curators." AI simply can't ask the right questions or provide the same level of guidance.

Each designer has their own process. At Mason Studio, Marti puts people at the center of all decision-making. The process starts with finding a "muse"—a person or community who inspires the product. This muse is often a user of the space and someone directly impacted by the project. This helps the design team always remember who they are designing for. At the end of a project, Marti reflects on the muse and evaluates the project's success on how well the project helps enhance their experience.

As for Matthew, he describes his own method: during consultations, he listens



closely for keywords as clients share their vision, like, "light", "casual", or "organic". He makes note of how many times the client repeats those words. Those adjectives then inform his designs; clients are often blown away that he recognized their tastes and created concepts unique to them. Elevating the human touch further, Matthew encourages his clients to incorporate at least one handmade artisan piece into a space.

Can AI follow a scientific process and track commonly used words? Of course. But would it *know* what to do with that information? Would it be able to truly listen and read between the lines? At this point, no.

There are some qualities only human beings can provide. In artistic endeavors, like design, professionals bring unrivaled insight. AI may be helpful in certain situations, but only as a resource—not a comprehensive creative solution.

### Pro Tips

- Watch out for relying solely on technology.
- AI is a great tool, but only when used to supplement unique talents of a skilled professional.
- Keep yourself grounded, especially when it pertains to budget and feasibility.
- When you're investing in a space, it's worth trusting the trained eye of a designer who can look beyond the surface and ask the right questions.
- Be vigilant about fake concepts and AI portfolios. Do your research and always ask for references.



Matthew incorporates handmade artisan wine glassware to elevate the human touch.



*“Trends come and go, but your authentic style is what matters most.”*

# How *Not* to be Trendy



## The ebb and flow of style

Bell bottoms, crop tops, fanny packs, and high-waisted jeans. Textured ceilings, wallpaper, mid-mod furniture, and wood paneling. Vinyl records, mixtapes, and disco. What do they all have in common? They're trends that came, conquered, and cooled in popularity—only to come back around and relive their glory days.

From music and fashion to design, trends have a cyclical nature. Some are rooted in nostalgia, a deep and personal longing for the comfort of yesteryear; other trends re-emerge as a counterwave pushing back on established norms. Regardless, the pendulum always swings—and few trends are net new.

As professional designers, architects, influencers, and lifestyle experts, Caesarstone Circle panelists have seen their fair share of fads. Let's look at some of their favorites—and least favorites—along with how to ensure longevity in design despite the latest craze.

## Out with the old...

Panelists agree that two kitchen designs are particularly dated (and they're not sorry to see them go). The first is the 'retro kitchen' with its rustic finishes and vintage appliances. While this trend may be a callback to simpler times, it doesn't hold up in the long run. The other fading style is the Tuscan kitchen; with its dark red and brown hues, ornate detailing, gold finishes, flashy marble, and, of course, roosters and vineyard-themed décor, it instantly reminds us of the 90s and early 2000s.

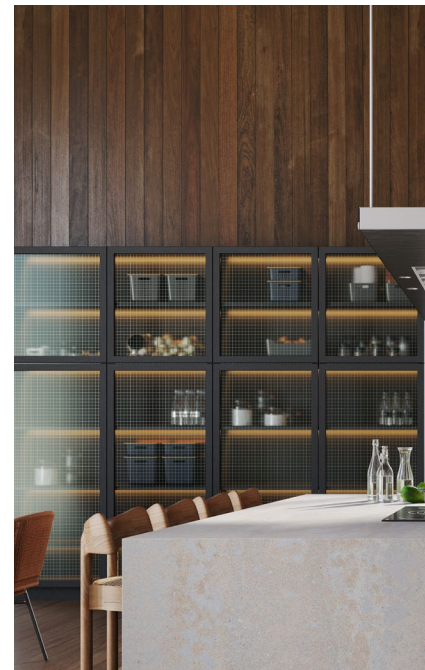
We may be saying goodbye for now, but trends are fleeting—so it's likely not forever. Joy has already noticed hints of what's to come among her social media followers who are starting to favor textures and ornate walls (including the “fifth wall”—the ceiling). Perhaps in time, we'll see sentimental millennials once again draw back to the Tuscan-inspired kitchens of their youths.



Some styles, like the Tuscan and retro kitchens, we've said goodbye to for now, but maybe not forever.

### What's still working

They may not love Tuscan or retro kitchens, but the panelists welcome the resurgence of other trends—especially when implemented with intention.



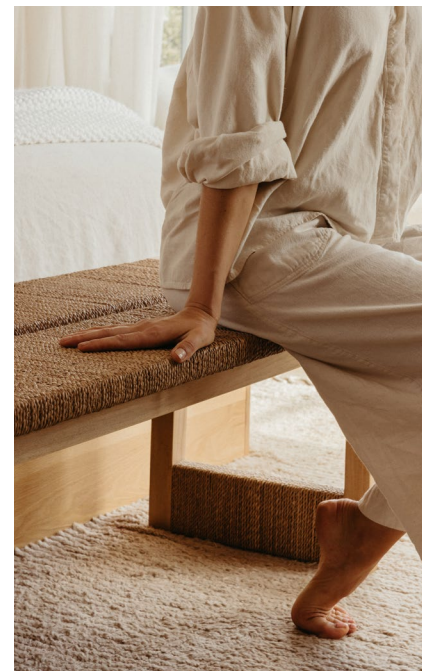
Wood paneling is here to stay.

In the kitchen, panelists unanimously appreciate a millwork European design. This style is warm, serene, and can modernize older homes. The [Nancy Meyers](#) kitchen—popularized in films like *The Holiday*, *Father of the Bride*, and *Something's Gotta Give*—is a favorite, as well. Meyers invites a cozy cottage feel, utilizing open storage, chic but understated finishings, and kitchen islands ideal for family gatherings.

These approaches do have a broad appeal although other panelist favorites may surprise you.

For example, Brian boldly declares a love for wood paneling. He's currently designing a sprawling custom home outfitted with mahogany hues. Paired with the right furniture, it speaks to a time and place without feeling dated. "If you aren't really focused on a specific retro style, but instead, are melting things in from different periods," he says, "that gives it staying power."

As for Camille, she loves woven cane and rattan furniture, and makes a good point about balancing trends with personal authenticity. "Even though they have been getting more attention in the last few years, I've loved them my entire life. We have the ability to choose certain trends that speak to us and that we love without necessarily riding the wave of every trend."



Camille incorporates her personal touch using woven cane and rattan furniture.

Brian and Camille bring up a common concern—longevity within the ever-evolving world of design.

### How to keep things timeless

You can repaint a wall or buy new bedding, but some design choices—like countertops and cabinetry—aren't as easily updated. How can we make enduring choices?



Caesarstone's Blizzard countertop stands the test of time.

First, it's important to choose versatile surfaces that won't go out of style. Many of Caesarstone's most popular designs were launched almost a decade ago. But, because they complement many aesthetics, they've continued to stand the test of time. For example, Caesarstone's modern [Blizzard](#) countertops integrate well with any kitchen trend—from retro to Meyers.

Another way to stay timeless is by valuing balance. As Vanessa says, "It's all about classical proportions and how we layer materials. It's all there for a reason. Marry classic proportions with contemporary fabrics or lines; *that* has staying power, rather than jumping onto a color of the day."

It's also essential to consider quality. When it comes to her woven furniture, Camille emphasizes choosing pieces with a high level of craftsmanship to remain trend-proof. Kickie agrees, citing [Eames Furniture](#) as the perfect example: "What makes it special is the product's function. They have long-lasting materials and look beautiful. As long as a product has these aspects, it becomes timeless."



Kickie with her Spiral of Life modular bench.

And remember, though most trends are cyclical, some resonate so deeply that they'll always be en vogue—like biophilic (aka, nature-inspired) design.

### Authenticity sells

There's another angle to consider when you're aiming for timelessness—resale. You may not live in your current home forever and design choices you make now will affect its market value later down the line. This doesn't mean you should ignore your unique style—quite the opposite, actually.



Matthew integrated a sink into the Caesarstone countertop.

As panelists point out, [data](#) shows that custom designs can be better sellers than "cookie cutter" homes. Staying authentic to your tastes, rather than playing it safe, gives your home character and provides those "Instagram-worthy" photos. Your style may not appeal to every potential buyer, but the *right* buyer will pay more for a personality-filled space that speaks to them.

### More than a countertop

Using materials in surprising new ways is a great way to add unique character to a home. By taking a surface traditionally used for countertops, you can support any number of projects, like creating a spa-like bathroom using Caesarstone for flooring and shower niches. For their part, the panelists have come up with their own unconventional applications. Matthew has used Caesarstone products when designing ventilation hoods and integrated sinks, while Kickie created a modular outdoor bench for her [Spiral of Life](#) art installation in Brooklyn. Thinking outside the confines of traditional design is always encouraged!

### Aim true

What's 'in' today is most likely to fall out of fashion tomorrow. That's why the Caesarstone Circle panelists aren't here to sway your opinion.

Instead, they encourage design choices that stay true to what you love through the lens of longevity. Your designs should evolve based on how you, your life, and your style changes. By making intentional choices and following some best practices, you can achieve the best balance of ageless and authentic—that will stand the test of time.

### Pro Tips

*Go beyond design barriers. There are so many unique ways to use Caesarstone materials, for example wainscoting on a pool, shower niches, or bathroom flooring.*

*Incorporate trend-influenced touches to smaller elements. Trends come and go, but your authentic style is what matters most—and can help increase your home value.*

[Check out decades of kitchen styles in the last 100 years!](#)



# Design for Good

## Sustainability's impact on design

If you could make choices that benefited the world at large and your own life, would you make them?

Sustainability is on everyone's minds, especially in recent years. Across the globe, people are recognizing that their decisions make an impact. According to survey data from the National Kitchen & Bath Association (NKBA), this growing trend is already being incorporated into kitchen design, with a focus on energy efficiency and material longevity. Caesarstone is uniquely positioned to lead the charge from the heart of the home, creating products that connect humans to their environment and each other.

What roles—designer, homeowner, manufacturer—do we play in this initiative? Caesarstone Circle panelists explore the art of nurturing sustainability in the home and beyond.

## Laying the groundwork

All panelists agree: it's the designer's responsibility to educate clients on sustainability, not the other way around. According to Vanessa and Marti, as leaders of the industry, it should come from professionals to guide clients to make better choices. It's their responsibility to steer the discussion.

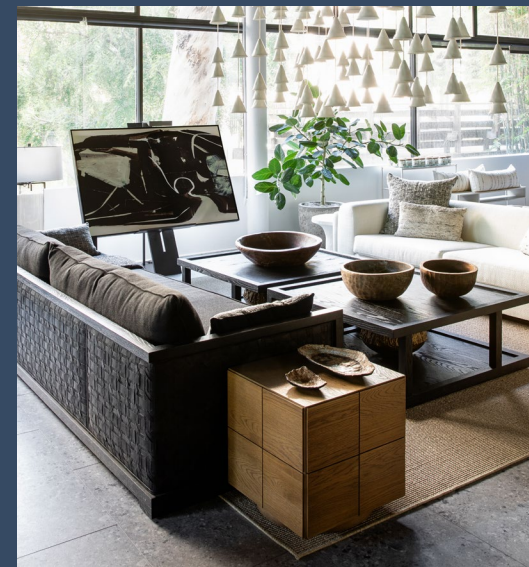
Brian concurs and puts this belief into practice, saying, "As a designer, I purposely choose sustainable materials to present to my clients, even though it may not be on their minds. And they like it—often, it's an added bonus they didn't think of."

This responsibility makes Caesarstone the natural choice for kitchen design, offering a sustainable vision centered around accountability and innovation. For example, Caesarstone's patented, cutting-edge technologies leverage the outstanding qualities of quartz to ensure sustainable products. Caesarstone is also committed to environmentally responsible production, including reduced emissions, water use, and waste.

Together, the panelists and Caesarstone point homeowners toward sustainable spaces—and practices.



Caesarstone is committed to being environmentally responsible—starting at the material selection process.



Brian purposefully chooses sustainable materials in his projects.

*“You want to feel safe in your environment, where your family is interacting.”*



### A surprising impact

Ultimately, making sustainable design choices is up to the homeowner. Caesarstone Circle panelists recognize that, while most people have good intentions, clients are foremost concerned with their own health and safety. “But if you can provide both, that’s a slam dunk,” says Matthew. Thankfully, prioritizing sustainability *does* benefit the individual consumer—often in ways they never realized.

Consider the very air we breathe. Newer construction projects are good for the environment because they are airtight. But what becomes of the air within the home? Your favorite lounge chair, your freshly installed carpet, or that forgotten treadmill in the den can release airborne particles that might impact your health—a phenomenon known as off-gassing. That’s why it’s so important to consider the materials used—and what’s holding those materials together—when making home design choices.

Another vital consideration is material maintenance. A consumer can buy long-lasting home goods, but if they require harsh chemicals to clean and care for, it defeats the purpose of sustainability.

Joy underscores this point, saying, “You want to feel safe in your environment, where your family is interacting in that space.” This concern is at the heart of Caesarstone products, which are long-lasting and low maintenance for a healthier ecosystem. These durable, simple-to-care surfaces require no toxic sealants and remain beautiful with minimal maintenance, significantly reducing the use of cleaning detergents.

For his part, Matthew teased an upcoming personal project (hopefully available in the next few years): a smart hood to circulate air in the home and remove off-gassing.

### Symbiotic sustainability

Of course, sustainability incorporates so much more than safe materials and renewable resources. It encompasses the entire product lifecycle—including the hands that made it.

As is already seen in the fashion world, consumers are becoming more aware of global working conditions. People want to know that the artisans who make their home goods—countertops and otherwise—are being treated fairly.

That’s why it’s essential to carefully select the companies and people bringing your design dreams to life. Matthew says, “If a company is not transparent, that’s a red flag.” Caesarstone is committed to acting in a socially responsible manner and having a positive impact across the value chain, from employees and suppliers to customers and entire communities. This endeavor includes a world-class health and safety system in Caesarstone facilities and best practices.

Brian praises Caesarstone for being ethically transparent, especially when it comes to making workers’ livelihoods safer and more secure. He commends Caesarstone on their myriad of certifications, including one for anti-slavery. “A lot of people don’t know what goes on,” he says of the social injustices that unfortunately exist in the world.

It all ties back to what Caesarstone calls “symbiotic sustainability”: the art of living together, on a planet shared by all—plants, people, and animals. Sustainability isn’t about one choice here or one purchase there; it’s a full ecosystem—everyone plays a role.

### So, what can you do?

“Sustainability is not an option anymore—it’s a must,” Kickie says. It’s not a tacked-on solution or an afterthought; it must be integrated throughout your entire design process.

Still, knowing where to begin may feel challenging. Kickie and Camille agree that a good starting point is with fewer, better things, like avoiding furniture waste by investing in quality products that will stay in your home long-term.

Another simple way to make a difference is, when renovating, make a plan for what happens to your existing kitchen materials. Many companies will recycle old cabinetry and appliances instead of sending them to a landfill. This way, someone else can enjoy your old materials for years to come.

Everyone is in this together—designers, manufacturers, and homeowners alike. Whether using renewable resource materials, choosing non-toxic products, or looking for transparent partners with the right certifications, every choice you make is one step closer towards a positive, more sustainable future.



### QUICK STATS FROM NKBA

In what ways are you seeing sustainability being incorporated into kitchen design?

**53%** creating kitchen recycling storage

**51%** selecting long-lasting products

**51%** selecting energy-efficient products

**44%** donating old kitchen cabinets

### Pro Tips

- Strive for longevity with fewer yet better materials.
- Look for company certifications to ensure product longevity and quality, as well as workers’ rights.
- Check out resources like [Renovation Angel](#) or [Habitat for Humanity](#) to donate your old materials.
- Choose easy-to-maintain surfaces that don’t require the use of harsh chemicals.

# Caring for our planet, together.

For us, sustainability is more than a goal. It's a principle.

From the selection of materials to manufacturing and end use, we promote practices to lead the change towards a greener future for us all.



Our products are long-lasting and low-maintenance for a healthier ecosystem. Our simple-to-care surfaces require no sealants and remain durable and beautiful with minimal maintenance, significantly reducing the use of cleaning detergents.

All Caesarstone products are **GREENGUARD certified**, as low-emitting surfaces that meet the most stringent product emission standards.

Our nonporous, hygienic surfaces are **NSF-compliant** and approved as safe working surfaces for food preparation by The International Health and Safety Foundation.

We are establishing safe and efficient ways to **reuse and recycle** our surfaces at end-of-life, meeting our commitment to minimize waste and maximize efficiency.

**We avoid using Red List materials.** We do not add to our products any of the red-listed materials detailed on the International Living Future Institute website to ensure the health of people and the environment.

We are proud to be part of a globe-spanning chain of **sustainability partners** united around one shared goal.

Our ingredients are clearly listed on Declare Labels that are verified and approved by an external third party for **full transparency**. This means they are fit for use in Living Building Challenge (LBC) projects, LEED buildings, and International Living Future Institute (ILFI) initiatives.

We are part of **USGBC green building boards** and run certified production plants that manufacture green products used abundantly in green construction projects worldwide for their eco-friendly manufacturing and improved lifecycle cost.



Up to 40% recycled materials in our Mineral surfaces



Up to 40% crystalline silica in our entire portfolio by 2026



100% renewable electricity by 2026



Master of Stone - #1 fabricators safety program worldwide



20% decrease in carbon footprint by 2025



100% recycled water, zero discharge



Zero landfill waste by 2030



# Cultural Impacts on Design



## Rediscovering *joie de vivre*

A world with eight billion people can feel very big, but it only takes one common experience to unite us all. In the wake of a global pandemic, we all stepped out—blinking into the sunlight of a new and changed day. Our priorities had shifted with a newfound perspective to find joy in the little things and to reacquaint ourselves with the reopened world.

These aspirations directly impact the spaces we create for ourselves and our families. After spending more time at home with loved ones, some of us were committed to making design choices that enhanced special moments; others jumped at the chance to travel again and bring those experiences to life in the home.

Interested to explore this topic, Caesarstone Circle panelists discuss effects on design today—from global impressions to post-pandemic perspectives.

## A stopover in Europe...

Europe is often perceived as a beacon of luxury, packed with rich culture, history, and art. So, after nearly a year in lockdown, consumers were eager to soak up some travel experiences while designers resumed going to trade shows like EuroCucina, a global kitchen exhibition held in Milan.

As a frequent attendee of shows like this, Matthew describes a key difference in approach when it comes to North American design and that of its parental continent. American methods tend to rely on group studies that align on “safer” designs that have broad appeal—thus a greater chance of surviving the market—while Europeans approach their designs much more unfiltered. The risk, of course, is that some ideas are received well, while others are not. But there’s no doubt the European method preserves raw creativity and highlights unique regional modes. For example, Kickie describes how German style is more focused on utility, while Italian design tends to promote style over function.

Ready to immerse themselves in the latest ideas, designers welcome out-of-the-box ideas while traveling abroad to push design boundaries back home.

One European convention that is subtly making its mark in some corners of North America is the thin countertop—popular in small, and sometimes modular, European kitchens. While Americans have historically been slow to adopt them, research by the National Kitchen & Bath Association (NKBA) shows roughly 40% of homeowners looking for a minimalist kitchen design will consider

European-style countertops within the next three years. Previous hesitation in embracing this style has stemmed from the assumption that thin counters might be fragile, especially in a kitchen where they would face much wear and tear. But this perception is changing. A thin countertop does not equal lesser quality or strength—but it does present a more streamlined look that may appeal to those who want to infuse some European soul into their American homes. At the end of the day, it comes down to the consumer’s preference.

That’s why it’s essential to seek out vendors who offer a broad range of products and styles, like Caesarstone. As a global brand with vast market penetration, Caesarstone is uniquely poised to unite worldwide inspirations into all their Quartz, Porcelain, and natural stone. Of course, this includes Eastern, as well as Western—which brings us to another cultural influence to consider.

## Cultural considerations from Asia

Asian influence on design provides much food for thought.

As is the case in many parts of the world, multi-generational households are prevalent in Asia, with grandparents, parents, and children living under one roof. In these cases, Caesarstone Circle panelists point out the importance of carving out spaces for everyone to have privacy, while still providing communal areas for gathering.

An important such space to define is the kitchen. Unlike the American perception of it being the ‘heart of the home’, in Asia, the kitchen is tucked away



Thin countertops have been popular in Europe.

as a purely functional space. Vanessa points to Hong Kong as an example: the cooking—and all the sounds and smells that accompany it—is separated from the dining room, enabling a distinct experience in each space. Marti shares a similar experience from her work on a largescale luxury condo development in Shenzhen. The client wanted to incorporate some Western sensibilities without erasing Eastern traditions. To strike this balance, Marti’s team designed a beautiful, centralized kitchen—but enclosed it with metal framing and glass. The solution provided a visual connection, while still containing the cooking space.

Interestingly, a distinct, but related, trend is developing in North America—the arrival of the ‘second kitchen’.

## Emergence of the second kitchen

Sheltering in place for months caused us all to become very, very familiar with our home kitchens. The open floor plan that dominated design in recent years immediately became a challenge when everyone had to share the same space. We all remember trying to work and learn from home, only to have our focus (or web meeting) interrupted by someone cooking in the background. Thus, fresh inspiration blossomed—the desire for a second kitchen or working pantry. Matthew says every new construction his firm works on lately includes this trend.

The temporary closure of our favorite restaurants brought us into the kitchen for more mealtime missions. On the upside, we all learned how to cook (and some grew to love it!), but everyone gathering in the same space gave new meaning to the adage “too many cooks in the kitchen”.

It's easy to see why there's a growing desire for a second kitchen or functional pantry. People appreciate having a confined area to make messes, while the main kitchen stays inviting and clutter-free. These spaces can serve many purposes when outfitted with smartly appointed islands and dedicated stations for small appliances, like the coffee pot and toaster oven. But it's not solely about utility: adding that extra kitchen or pantry is a great opportunity to get creative with bold colors and fun style choices. This way, the primary spaces can remain neutral and timeless. As the NKBA reports, many homeowners are eager for an expressive kitchen space where they can take a design risk.



Matthew's recent project features a second kitchen.

## The art of camouflage

The aim of the second kitchen is to contain mess and provide a crisp, clean appearance. But no matter how many kitchens you have, a tidy space is essential for providing a more calming environment. Whether from spending more time at home during the pandemic or because of the soaring popularity of the [Marie Kondo](#) method, people are actively seeking solutions to achieve this serenity.

Joy has noticed this trend among her followers. Not only are they looking for better storage, they are also seeking out unique organization solutions—like her porcelain doggy bowl station. Beyond countertop clutter, today's homeowners are increasingly interested in cohesive kitchen designs, making use of stone and tile façades on cabinets to blend seamlessly with the countertops and the aesthetic of the entire room.



Joy integrates a porcelain doggy bowl into her kitchen.



InvisiCook cooktop can be integrated underneath a heat-resistant Caesarstone Porcelain countertop.



Caesarstone offers weather-friendly products for outdoor kitchens.

*“Homeowners are increasingly interested in cohesive kitchen designs.”*

The realm of appliances follows suit. The NKBA survey reveals hidden workspaces, appliances, and food prep areas to be the most-desired kitchen features. People are moving away from massive industrial appliances to more discrete solutions, like Caesarstone, who partnered with InvisiCook on a hidden induction cooktop for their Porcelain line. The induction hob is positioned under the kitchen countertop for a clean, streamlined look.

Camille connects this shift in the home with fashion trends. Instead of flashy status symbols, people are gravitating toward quiet luxury. Not only are integrated appliances satisfyingly subtle—they also offer a timeless appeal. The panelists agree that the number one thing that dates a kitchen is older appliances.

And, as Marti points out, an understated approach is more versatile when kitchen space is limited and largely dominated by appliances, like in a condo or tiny home. “It gives more focus to the design, because you’re not distracted by all the appliances,”

she says. Vanessa agrees, as this trend brings the focus back to “what does this room feel like” as opposed to “what’s in this room”—a point the panelists explored when discussing the five senses and how they play into the role of color.

As home design continues to evolve, the line between spaces starts to blur. Kitchens are blending with the overall home aesthetic, creating what Marti calls “a more interesting, more cohesive, well-balanced environment”. Kitchens are even beginning to spill into the outdoors. For this reason, Caesarstone offers weather-friendly materials for versatile enjoyment. And, with muted colors, these countertops seamlessly flow with indoor décor and nature alike.

It's not just about visual appeal, but the full experience. In recent years, particularly since the pandemic, people have found a growing appreciation for gathering outside and enjoying favorable seasons. When their kitchens accommodate this, all the better.

### A permanent priority

Homeowners are incorporating another, more obvious pandemic takeaway—hygiene. One of the lasting effects of COVID, Vanessa says, has been the shift in focus to cleanliness.

If the previous few years have taught us anything, it's that our health—and the health of our loved ones—is a top priority. From germs to mold, this concern does factor into design. In fact, NKBA survey results found that 92% of homeowners want easy, sanitary counter surfaces that are nonporous, antibacterial, and antimicrobial.

So, which material is best? Remember, you want a countertop that's easy to clean, but also a surface that won't trap bacteria and other germs. Fortunately, Caesarstone leads the way with the Quartz portfolio offering these benefits and more. In fact, quartz now stands as the most popular kitchen surface, with 73% of NKBA respondents planning to use it for their kitchens within the next three years.

### Design beyond borders

Design has come a long way from the days of old, when people relied on books, magazines, and local opinions for inspiration. Today, we can draw ideas and impressions from all over the globe, glimpsing at other ways of life and cultural norms to flex newfound creativity for home design. Though our ability to travel was limited during the pandemic, we're now able to experience connection on a global scale once again. And that makes a world of eight billion people a small world, after all.



Nearly 3 in 5 homeowners remodeled or decorated in 2022 (58% and 57%, respectively) and nearly half made repairs (48%).

The most common places to update were the kitchen and bathroom. Not only did more homeowners renovate these rooms, but many expanded them.

Plans to renovate remained strong: more than half of homeowners (55%) surveyed intended to renovate in 2023, consistent with 2022.

Source: Houzz

### Pro Tips

- Draw inspiration from anywhere—the world is at your fingertips!
- Find ways to minimize kitchen clutter and create more visual appeal with creative storage solutions, integrated appliances, or secondary spaces, like a pantry.
- Consider cultural norms. In certain places, kitchens are not the hub like they are in North America.



# caesarstone STUDIO™

## Your end-to-end countertop planning partner for design professionals

Caesarstone Studio is a highly innovative digital platform for architects and designers. All the information, tools, and guidelines you need to design the perfect kitchen countertops for your next project are now at your fingertips. Caesarstone Studio allows you to locate desired solutions effortlessly and unleash your creativity with maximum efficiency. Want to bring your most ambitious dreams to life? [Log on and enjoy the journey.](#)



# How to Get Started



*“Try to start with a clear priority and goal list. Later, it can be decided to adjust the budget or change the priorities.”*

## Ready, set, design

Embarking on a new design project is an exhilarating experience. After all, you're about to watch your vision come to life in a uniquely personal way! But the endeavor can also be daunting—especially if you don't know where to begin.

There are a multitude of details to address, from layout to color palette, flooring, and fabrics. That's why planning is essential, whether you're renovating an existing space or starting from scratch with a blank canvas.

The Caesarstone Circle panelists are here to help. Based on years of experience, they've broken down some tips, tricks, and best practices to help you get the ball rolling. Follow this guide to achieve beautiful results. Seasoned professionals, even you can garner some good advice here!

## Money matters

Level with yourself—how much are you truly willing (and able) to spend? Finances may not be the most fun part of a design project, but establishing a realistic budget is a crucial foundation. It will reveal the scope of the project, the materials within your reach, and whether the renovation is even worth your time and money.

Do research to get a rough idea of the costs involved with your unique vision. Online searches are helpful, but getting estimates from professional designers, architects, and contractors is even better. Remember, many projects include unanticipated expenses, like plumbing or electrical issues, so it's wise to factor in a cushion.

Clarifying your priorities goes hand-in-hand with financial planning. In Vanessa's experience, no matter what a client's budget may be—whether \$50K or \$500K—they always want more than they can afford. But, if you already know your kitchen is more important than the dining room, you'll know where to allocate your resources.

Every single decision you'll make from this point forward will come back to your budget and priorities, so make sure they're aligned from the start.

## Which approach is right for you?

Next, it's time to decide whether you'll do it yourself (DIY), hire a professional, or something in between. There are pros and cons to each strategy.

Professionals are experts for a reason: credentials and experience make them well-equipped for the job, but they come at a steeper cost. The DIY route can save you money and give you complete control over the design outcome although you may face complications or setbacks beyond your abilities.



*Let's explore the possibilities*

## 1: Do it yourself

Today, the average consumer has access to design inspiration and advice online—think Pinterest, Instagram, HGTV, and more. This has empowered many homeowners to ‘do it themselves’.

Some considerations are originality and feasibility. Will using online resources mean you’re simply copying another design or will it lead to trouble when an idea won’t logistically work within your space? Brian has a lot of experience in this area—namely, when he’s called in to fix projects that go off the rails.

Still, DIY is right for some. It puts you in full creative control over your project and provides the satisfaction of knowing every aspect of the design has come from you.

Camille reminds us that experience equals value, but this doesn’t necessarily mean professionals are always the answer. She herself isn’t a trained designer, but she’s sharpened her skills over 15 years in the industry. And, as Brian acknowledges, many people are really good at DIY; some have a natural eye for design on their own.



### Pros

Your money could potentially go further when you save on designer fees.

You call the shots and make all the decisions.

You can choose flooring, countertops, and other materials that catch your eye.

### Cons

Potential for misadventures and overspending.

You can miss out on professional insights that might enhance your concept.

Less access to a broad product offering.

It will likely take you longer to complete your renovation versus a professional navigating the process.

## 2: Work with a professional

If you have lots of ideas, yet aren’t sure how to bring them together (and you have room in your budget), a professional may be the ideal route. They’re trained in the art of designing spaces that look amazing, work well, and fit your style.

Professionals also know how to ask the right questions and guide the design process efficiently, offering unmatched insight on color, sustainability, trends, and other factors.

Plus, designers have contacts, know how to source materials, and take a lot of the work off your plate. And, because they know the ins-and-outs of renovations, they give you a better picture of the costs and timeframe—helping manage your expectations.

### Pros

Professionals come with credentials, experience, and connections.

They have access to broad product offerings or even wholesale discounts.

### Cons

This route comes with the expense of a designer’s fee.

You may feel less in control over your project.

## 3: Try something in the middle

If neither end of the spectrum sounds right for you, there’s a happy medium—the hybrid approach. DIY-ers can take advantage of apps or online services that connect them with designers on an as-needed basis.

Consulting is gaining popularity and Joy is quick to mention social media as a great resource for it. Some designers on Instagram charge an hourly fee, allowing you to ask questions and gain insight. Many of them even offer quick “rescue me” consults.

This strategy can offer some of the advantages of working with a designer full-time, while saving on costs and keeping you at the helm of your project.

### Pros

You can pay by the hour for à-la-carte needs or emergency advice.

You can gain insight while still in full control.

### Cons

Costs can add up if you need several hours of consultation.

Piecemeal solutions can’t always address the full scope. A consultant may not have the same level of insight as a boots-on-the-ground designer.



*“Clients come to you because they know what you’ve done in the past, so they know what to expect.”*

### Find the right design partner

A professional offers a curated experience, but design isn’t a one-size-fits-all art. It’s essential to find the right partner for your renovations—one that understands your priorities, style, and budget. Choosing a local professional is helpful, too, as they’ll have more vendor and trade connections than someone who isn’t from the area.

Brian and Vanessa recommend interviewing several designers—at least three—before you sign a contract. Personality-fit matters, especially in residential projects, because they’re very personal. The designer you choose will be closely tied to your experience. It’s also wise to review each designer’s portfolio to make sure their specialty aligns with your goals; an expert in modern renovations may not gel with your homey cottage vision.

Once you choose your designer, communication is key. Don’t be afraid to ask lots of questions.

Be candid about your desired level of involvement and who the ultimate decision-maker is. If you’re in charge of style, but your partner handles the budget, let your designer know. It may help to establish an approval process, so the project stays on-track and meets your expectations.

### Decide your priorities and goals

When your mind is buzzing with ideas, putting pen to paper brings clarity. These worksheets are helpful, whether to guide your DIY project or share with a designer.

#### LAY OUT THE LOGISTICS

While having your colors and materials in mind is helpful, you should start with the spatial planning. Answer these logistical questions before moving on:

- What is your budget? Be realistic and set parameters you’re comfortable with.
- What is your timeframe? Remember, design takes time, and you might face unexpected delays.
- What are you trying to achieve in this space? Are you renovating for purely aesthetic purposes, functional reasons, to add resale value, or some combination of all three?
- What functionality features do you want included in the design?
- What room(s) do you want to renovate? Should any other spaces be considered? For example, redesigning a kitchen in an open floor plan will affect the connected living and dining areas.
- Will any additions be needed to the space? Will anything from the space be removed or changed?

#### DEFINE THE PERSONALITY OF YOUR SPACE

Next, get a sense of what you’re looking for. Every room evokes an emotion, and your design choices impact the experiences you’ll have in the space. Ask yourself:

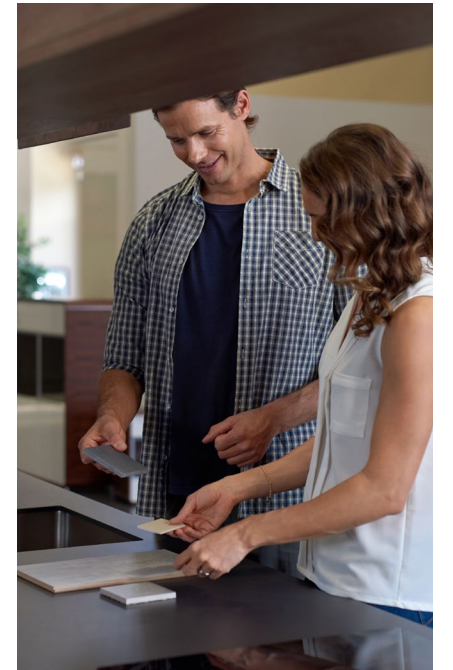
- How will you use the room(s)? For example, is it a shared space or a private haven?
- How much do you intend to use the space?
- What is your design style or vision?
- What colors, textures, materials, and patterns do you prefer?
- What are some examples of designs you like?
- What emotions do you want to feel when you enter the room(s)?

#### Stick to your gut

Brian once worked on a project for *two years* ... ultimately redesigning it eight times. It wasn’t because the previous iterations were bad; the client was just repeatedly swayed by opinions from friends.

Ultimately, only *you* know what’s right for your home. By making a plan, you can save yourself from heartache, stress, and wasted resources. Stick to your gut and work closely with your designer (if you choose to hire one).

Follow the guidance provided above, put the questionnaires to good use, and—most importantly—love the space you live in.



*“It’s like any other creative practice, you continue honing your eye and get better and better.”*

### Tips & Tools

- Check out [Caesarstone’s Project Checklist](#) to help you map out your creative journey.
- Try our [Kitchen Visualizer](#) tool to help better imagine your dream space.
- Take [Caesarstone’s Personal Style Guide](#) to discover the styles that best reflect your taste.
- Visit the [Inspiration Gallery](#) to explore Caesarstone countertop design ideas.

# Beyond the Surface



Appendix



 caesarstone®

# Welcome

## Join us on our exploration at the crossroads of culture and design

For over three decades, Caesarstone has harnessed the earth's raw minerals to craft the most trusted and durable countertops. We've been at the helm of surface innovation since 1987, driven by our passion to blend exquisite design with cutting-edge technological advancements to bring our customers' visions to life. This year, for the first time, we are excited to partner with experts in the field on a unique collaboration to deliver thought-provoking inspiration to you, our valued community.

At our new Charlotte Design Center, we hosted some of the most talented designers, content creators, and lifestyle experts in North America for an inaugural gathering of the Caesarstone Circle. This diverse ensemble of talent came together for an in-depth discussion spanning a broad range of topics, such as the emotive power of color, how to embrace AI for planning, the cyclical nature of fads, the future of sustainability, and cultural impacts in the design industry.

This 'meeting of the minds' has conceived our first issue of *Beyond the Surface*: a profound exploration on design and how it should be an authentic reflection of its creators. Extending past mere critiques or commendations of trends, *Beyond the Surface* draws on the panelists' wealth of experience to offer a deeper understanding of how different influences ignite our imagination and foster emotional connections without sacrificing functionality.

Join us for candid insights, practical advice, and genuine inspiration, as we celebrate the transformative power of design in our work and play spaces.





# Welcome

## Join us on our exploration at the crossroads of culture and design

For over three decades, Caesarstone has harnessed the earth's raw minerals to craft the most trusted and durable countertops. We've been at the helm of surface innovation since 1987, driven by our passion to blend exquisite design with cutting-edge technological advancements to bring our customers' visions to life. This year, for the first time, we are excited to partner with experts in the field on a unique collaboration to deliver thought-provoking inspiration to you, our valued community.

At our new Charlotte Design Center, we hosted some of the most talented designers, content creators, and lifestyle experts in North America for an inaugural gathering of the Caesarstone Circle. This diverse ensemble of talent came together for an in-depth discussion spanning a broad range of topics, such as the emotive power of color, how to embrace AI for planning, the cyclical nature of fads, the future of sustainability, and cultural impacts in the design industry.

This 'meeting of the minds' has conceived our first issue of *Beyond the Surface*: a profound exploration on design and how it should be an authentic reflection of its creators. Extending past mere critiques or commendations of trends, *Beyond the Surface* draws on the panelists' wealth of experience to offer a deeper understanding of how different influences ignite our imagination and foster emotional connections without sacrificing functionality.

Join us for candid insights, practical advice, and genuine inspiration, as we celebrate the transformative power of design in our work and play spaces.



# Welcome

## Join us on our exploration at the crossroads of culture and design

For over three decades, Caesarstone has harnessed the earth's raw minerals to craft the most trusted and durable countertops. We've been at the helm of surface innovation since 1987, driven by our passion to blend exquisite design with cutting-edge technological advancements to bring our customers' visions to life. This year, for the first time, we are excited to partner with experts in the field on a unique collaboration to deliver thought-provoking inspiration to you, our valued community.

At our new Charlotte Design Center, we hosted some of the most talented designers, content creators, and lifestyle experts in North America for an inaugural gathering of the Caesarstone Circle. This diverse ensemble of talent came together for an in-depth discussion spanning a broad range of topics, such as the emotive power of color, how to embrace AI for planning, the cyclical nature of fads, the future of sustainability, and cultural impacts in the design industry.

This 'meeting of the minds' has conceived our first issue of *Beyond the Surface*: a profound exploration on design and how it should be an authentic reflection of its creators. Extending past mere critiques or commendations of trends, *Beyond the Surface* draws on the panelists' wealth of experience to offer a deeper understanding of how different influences ignite our imagination and foster emotional connections without sacrificing functionality.

Join us for candid insights, practical advice, and genuine inspiration, as we celebrate the transformative power of design in our work and play spaces.



# Welcome

## Join us on our exploration at the crossroads of culture and design

For over three decades, Caesarstone has harnessed the earth's raw minerals to craft the most trusted and durable countertops. We've been at the helm of surface innovation since 1987, driven by our passion to blend exquisite design with cutting-edge technological advancements to bring our customers' visions to life. This year, for the first time, we are excited to partner with experts in the field on a unique collaboration to deliver thought-provoking inspiration to you, our valued community.

At our new Charlotte Design Center, we hosted some of the most talented designers, content creators, and lifestyle experts in North America for an inaugural gathering of the Caesarstone Circle. This diverse ensemble of talent came together for an in-depth discussion spanning a broad range of topics, such as the emotive power of color, how to embrace AI for planning, the cyclical nature of fads, the future of sustainability, and cultural impacts in the design industry.

This 'meeting of the minds' has conceived our first issue of *Beyond the Surface*: a profound exploration on design and how it should be an authentic reflection of its creators. Extending past mere critiques or commendations of trends, *Beyond the Surface* draws on the panelists' wealth of experience to offer a deeper understanding of how different influences ignite our imagination and foster emotional connections without sacrificing functionality.

Join us for candid insights, practical advice, and genuine inspiration, as we celebrate the transformative power of design in our work and play spaces.

# Get to Know the Caesarstone Advisory

For the first time, Caesarstone has brought together seven industry specialists from various backgrounds and locales in North America to form an original and unique panel of professionals

from a practical and emotional standpoint, exploring broad-ranging themes like how changes in family composition and dynamics influence home layouts and flow. The discussion brings about intuition, passion, and vision.

and lifestyle experts reveal about environments where we live, work



## Camille Styles

Influencer, Austin, TX



*"I'm guided by the things I personally love. I'm always looking for designs that evoke an emotion and want things in my house to make me FEEL something. The goal of my website is to help my reader on their journey to create their most beautiful life at home."*

Camille Styles is an influencer and blogger based out of Austin, TX, specializing in interior design, home entertaining, wellness, and sustainability. She founded her website [CamilleStyles.com](http://CamilleStyles.com) nearly 12 years ago; a self-described "OG blogger", the website stemmed from her own love of food, design, and gathering around a table. This led her to become a best-selling author of *Entertaining: Inspired Gatherings* and *Effortless Style*, a how-to book with inspirational party ideas for every season. Her culmination of passions further inspired her to launch a direct-to-consumer home good brand called [Casa Zuma](http://Casa Zuma) with her husband almost a year ago, in order to dive into physical products for the first time.

Camille has worked with Caesarstone on several personal projects and is currently collaborating with the brand to renovate a house in Malibu, CA.



### Brian Brown

Interior Designer  
San Diego, CA

*"My design philosophy is laid back and minimal with little ornamentation, basing on the horizon line of the beach and pulling colors and forms to reflect the southern California landscape."*

+ MORE

*presence in my work. It adds a little joy into everyday life."*

+ MORE

*as a tool to achieve that.*

+ MORE

*emotion and want things in my house to make me feel something."*

+ MORE

*you're going through.*

+ MORE

*builder, landscape designer, lighting designer, etc.—brings their expertise to the table to work together in collaboration."*

+ MORE

### Bessa Fong

Architecture & Design  
to

*we live, how we congregate, moment of coming home—bringing that moment of releasing—is primal in how we design homes."*

+ MORE

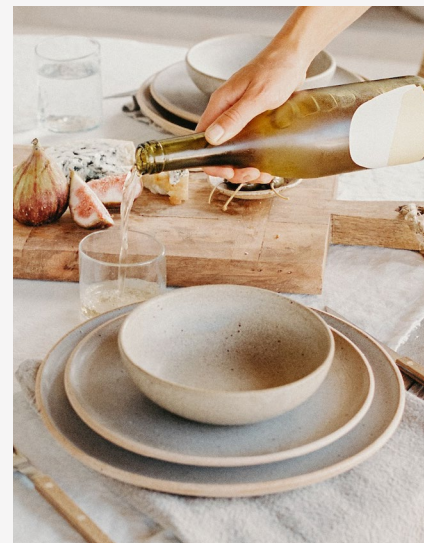


# Camille Styles

Influencer, Austin, TX



*“I’m guided by the things I personally love. I’m always looking for designs that evoke an emotion and want things in my house to make me FEEL something. The goal of my website is to help my reader on their journey to create their most beautiful life at home.”*



Camille Styles is an influencer and blogger based out of Austin, TX, specializing in interior design, home entertaining, wellness, and sustainability. She founded her website [CamilleStyles.com](https://www.camillestyles.com) nearly 12 years ago; a self-described “OG blogger”, the website stemmed from her own love of food, design, and gathering around a table. This led her to become a best-selling author of *Entertaining: Inspired Gatherings and Effortless Style*, a how-to book with inspirational party ideas for every season. Her culmination of passions further inspired her to launch a direct-to-consumer home good brand called Casa Zuma with her husband almost a year ago, in order to dive into physical products for the first time.

Camille has worked with Caesarstone on several personal projects and is currently collaborating with the brand to renovate a house in Malibu, CA.



# Joy Green

Influencer, Houston, TX



*“Find a little bit of joy and sparkle in every day. Find that little light in everything—no matter what you’re going through.”*

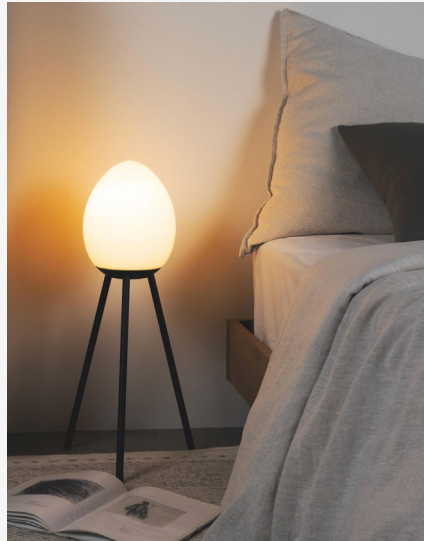


Joy Green is a millennial home décor and lifestyle influencer based out of Houston, TX, with a strong social following as a parenthood, pet, and travel blogger.

Joy is a first-generation American immigrant, coming to the United States with her family in the year 2000 with three suitcases and their most prized possessions, which were later ruined in a flooding incident. Moving around a lot as a child, without having a sense of home, really shaped her perspective later as an adult. She wants to share her creative journey through spaces that people could relate to, sharing things that bring her happiness.

Joy is currently renovating her own home with Caesarstone. As a mom of three, she sees herself in the consumer’s shoes, thinking, “How would my audience consume this? How can I make it approachable for them to see themselves in this scenario?”













# Our Porcelain Surfaces

Extremely hard, heat resistant, modern designs.

Caesarstone Porcelain features a diverse range of colors, textures, and patterns, from rich marble styles to sleek modern designs, bringing extraordinary beauty to any space.

Our non-porous porcelain countertops are extremely durable, heat and UV resistant, making them a great choice for your outdoor kitchen. So, turn up the heat and get ready for design freedom—our porcelain surfaces are the perfect partners for daily life.

## Transcenda

Oversized marbling and busy veining, Transcenda reflects an organic aesthetic of dusted grey clusters surrounded by whiter areas. With a daring neutral derived from nature, Transcenda is softened by nuanced undertones punctuated by white highlights, in Ultra-Rough finish.

[View our complete portfolio](#) ▶



 caesarstone®

# Our Mineral<sup>TM</sup> Surfaces

Innovative, sustainable, premium.

Caesarstone's premium sustainable surfaces are made from a blend of natural minerals such as quartz and feldspar, advanced innovative materials, and recycled materials. Characterized by a low crystalline silica content, the exclusive formulation improves performance, increases recycled content, and promotes sustainability.

## Brillianza

A dynamic sequence of frosty white veins overlay Brillianza's intriguing surface, dissolving into a cool grey base. Its lustrous appearance is highlighted by glamorous encounters of light and shadows between semi-transparent layers, occasionally infused with powder-peach mineral accents to warm up this transcendent design.

[View our complete portfolio](#) ▶



 caesarstone®