

book of details











book of details

by Raw-Edges

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As a company committed to innovation and creativity, we have made it our mission to share our enthusiasm for design by showcasing a wealth of ideas and unique collaborations through a variety of displays and presentations. Our collaborations continue a long tradition of **exploring new sources of design inspiration**, celebrating the many ways in which our raw product may be utilized.

Legendary architect Mies van der Rohe once said that God is in the details, and it is common knowledge that **small details are just as important as the larger ones**. Details give character to an interior environment and it is through them that we aspire to encourage you, as designers, to express yourselves.

Following our successful trend book, "Design Inspirations", published in 2013, we hope that this book will encourage the innovative use of our quartz surfaces and expose design professionals to their array of applicative possibilities – not just

as versatile materials with a wide range of fabrication capabilities, but also as sources of inspiration that enable you to create and explore new concepts. Far from a mere working countertop, we see **the surface as a material that innovates** and transforms the design of your kitchen; that creates new elements or harmoniously combines with other features.

It is our hope that the very same spirit of innovation that inspired us to transform the surface into the heartbeat of the domestic environment – into the centre around which all design elements and people gather – shall likewise guide and inspire you to design.

Eli Feiglin
VP Marketing, Caesarstone
caesarstone.com

Through our collaboration with Caesarstone for the Islands installation, we set out to reverse the basic conceptual arrangement of the common modular kitchen, since its design has, for almost a hundred years, remained largely unchanged. Instead of being placed atop or around the components within the interior environment, we positioned the working surface as the binding element of the design and transformed it into part of the structure itself. **Like a conductor of an orchestra, the surface is the force that binds the elements together.**

Thanks to the creative freedom afforded to us by Caesarstone, we decided to develop an ultimate interactive experience that stimulates the senses. One of our guiding principles was to create a **balance between an inspiring installation and a practical, day-to-day** kitchen that visitors can picture in their own home.

This **book of details** gives us an opportunity to explore the concept behind

Islands by further developing details from the Toronto and Milan installations and demonstrating how to incorporate them into a functioning kitchen. Furthermore, the book highlights **how details and concepts shown at exhibitions and installations adapt to day-to-day life** and inspire us to explore new ideas.

This book highlights four key kitchen concepts – each demonstrating how one might apply, combine, and include various kitchen components within the concept. Presented here are principles – they are but serving suggestions. We invite you to examine our proposals and add your personal interpretation and creative expression to the kitchens you design.

This book presents four kitchens illustrating four individual design trends. Every kitchen is portrayed both by the characteristic trend it follows and by the profile of its users.

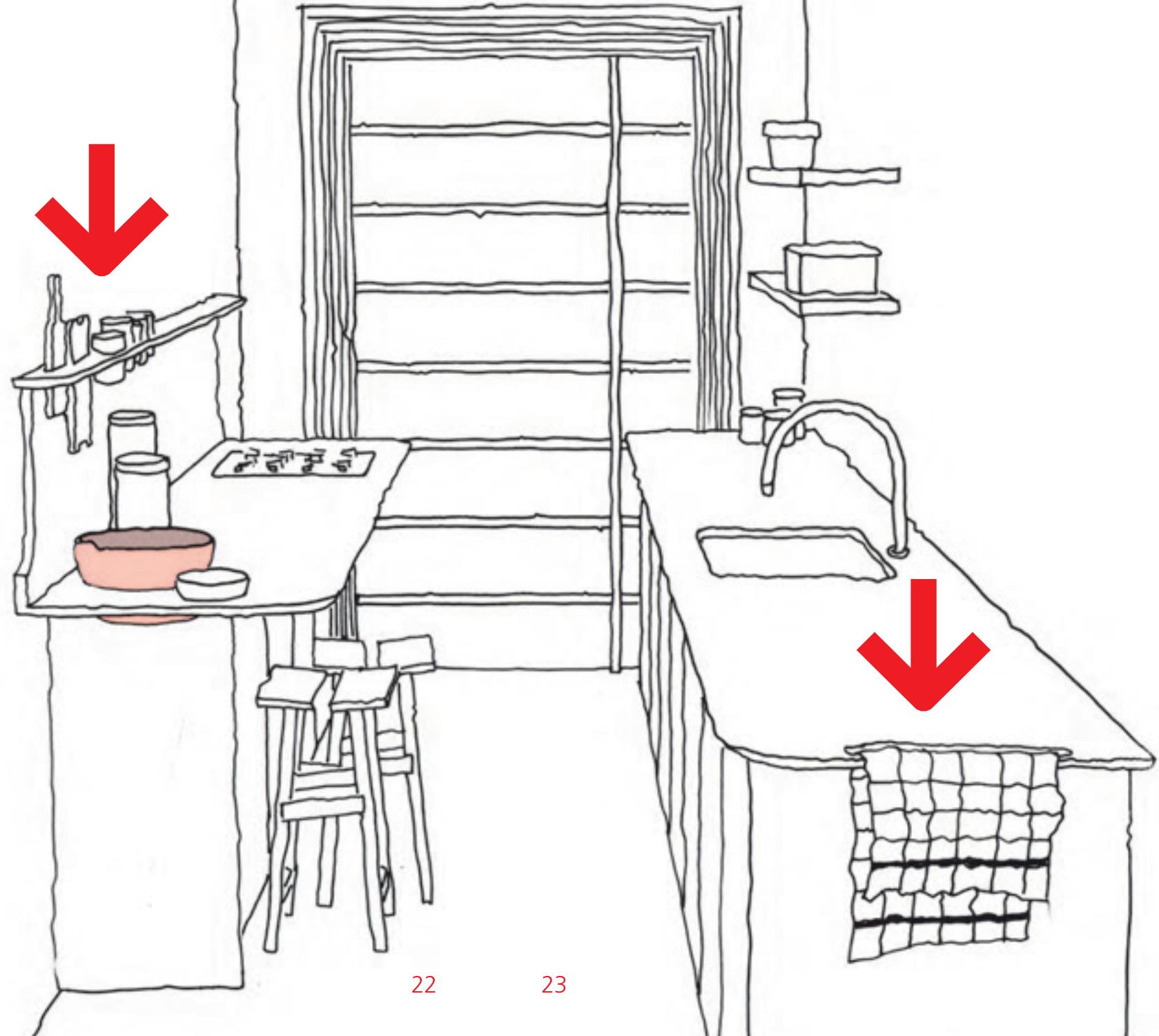
The illustrations and details by Raw-Edges act as sources of inspiration and suggestions as to how these ideas may be implemented in any kitchen.





The trend for moving away from the suburbs to more densely populated city centres has caused urban spaces to become increasingly smaller. Thus, space becomes a luxury commodity – with every corner accounted for, polished, and decorated to its utmost advantage. Daily life in compact spaces compels us to employ a clean and orderly design aesthetic and as a response, Caesarstone's designs offer sophisticated and surprising storage solutions. The latest CNC technology allows Caesarstone slabs to be cut with extraordinary accuracy and accommodate the smallest of details: an elegant wall-mounted shelf, spaces designated for the storage of coffee, tea and sugar containers, or a towel rack cut within the surface itself, eliminating the need for hooks and fasteners. Similar design solutions are achievable with or without the use of CNC technology.

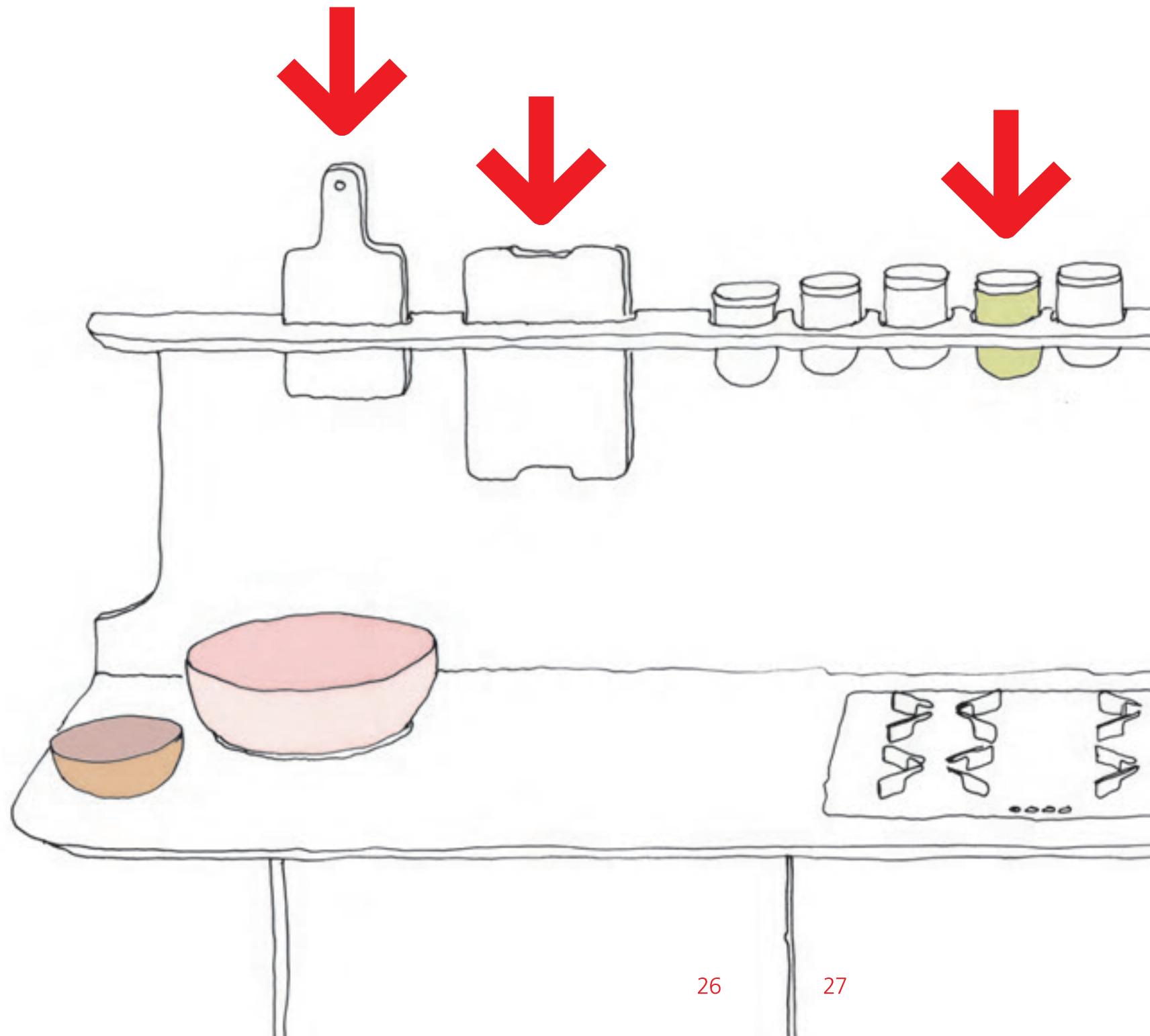
the new urban



The M-Generation

They live in small apartments in large, crowded cities. They have long ago tired of the fast-paced life, of the need for being constantly up-to-date. They feel as if they are drowning in unnecessary commodities, preferring to hire services rather than taking ownership of yet another worthless possession. Cloud technology incorporates their entire library of disks. Their media is stored and accessed online. Status is no longer achieved by an impressive record collection, but by a playlist shared through social media outlets. They are the M-generation – the Mobile generation, also known as the Asset Light Generation.

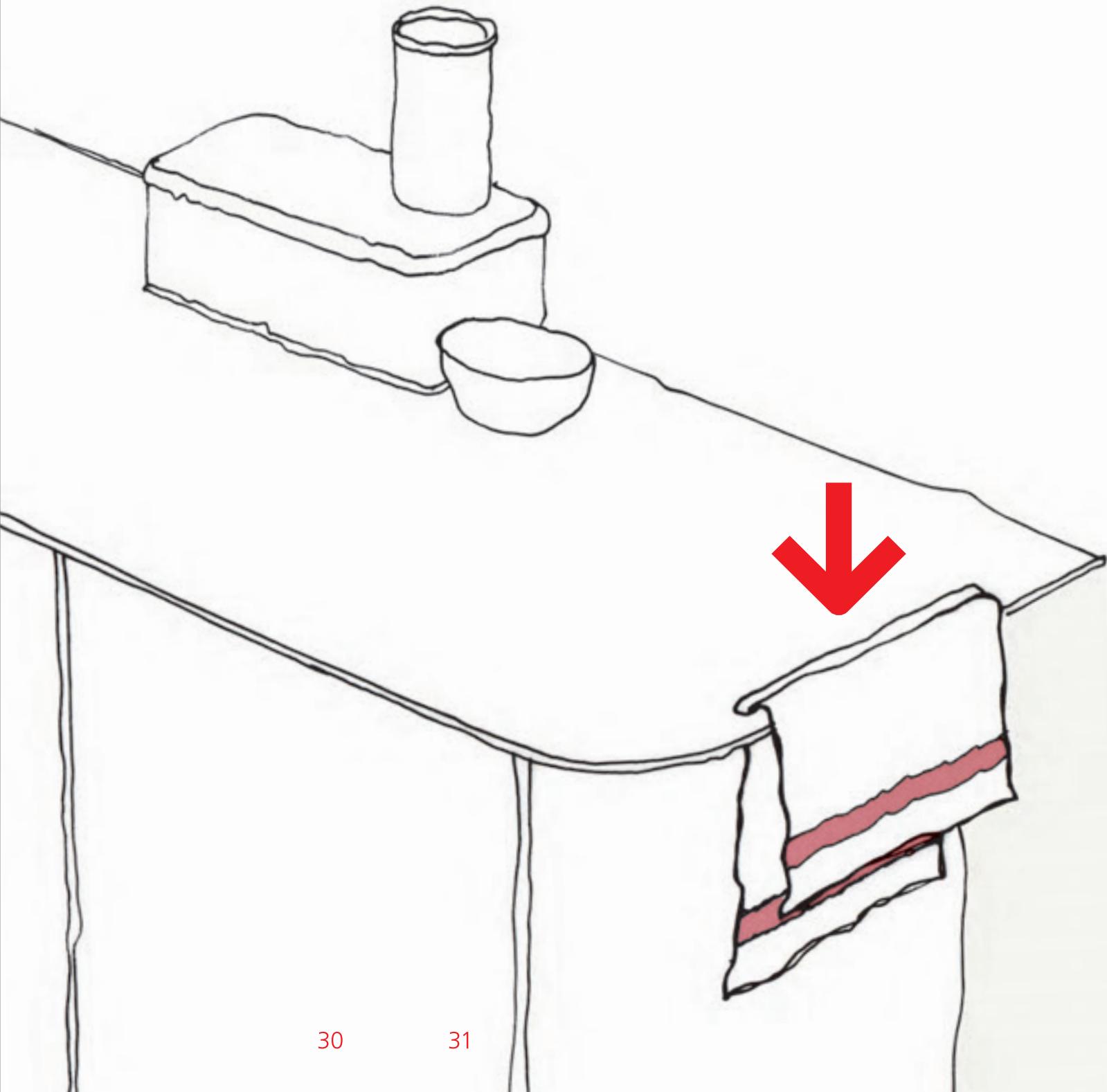


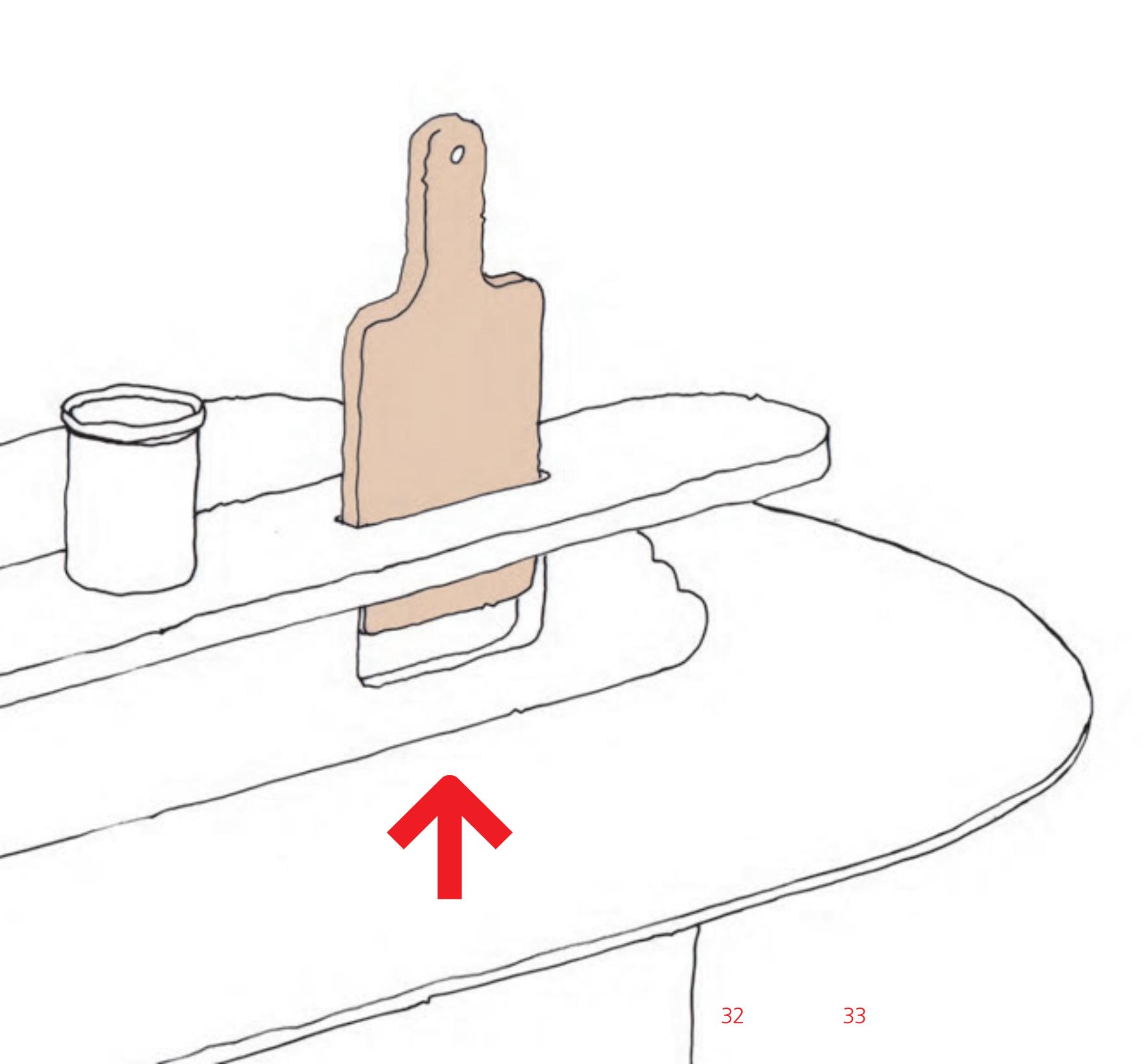


A thin shelf propped
against a wall
featuring voids for
cutting-boards and
containers.



Eliminate the need
for hooks and
fasteners by cutting
a towel rack into the
surface itself.





A cutting board or other tools of daily use are slotted into voids within the shelves.

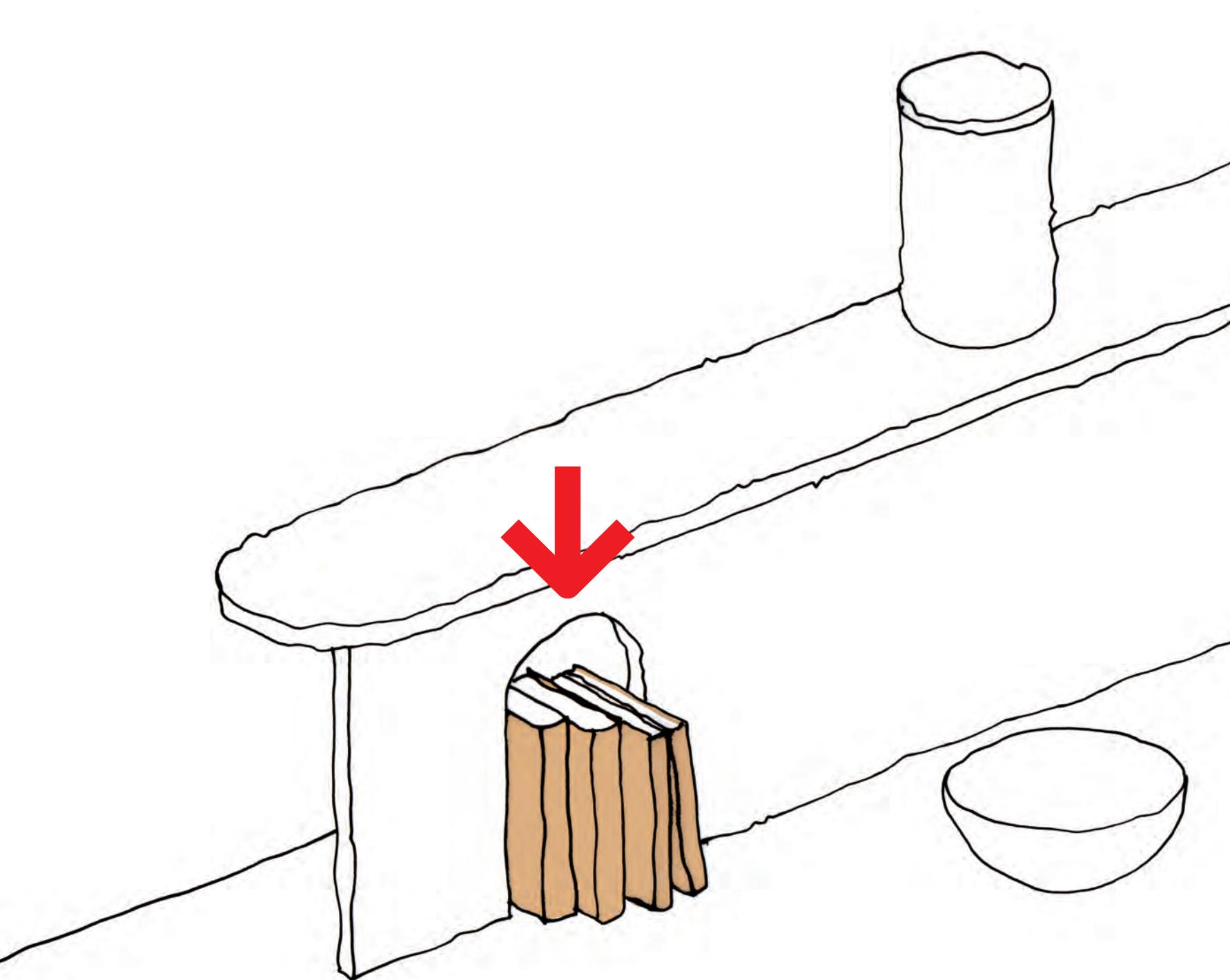


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5131 Calacatta Nuvo

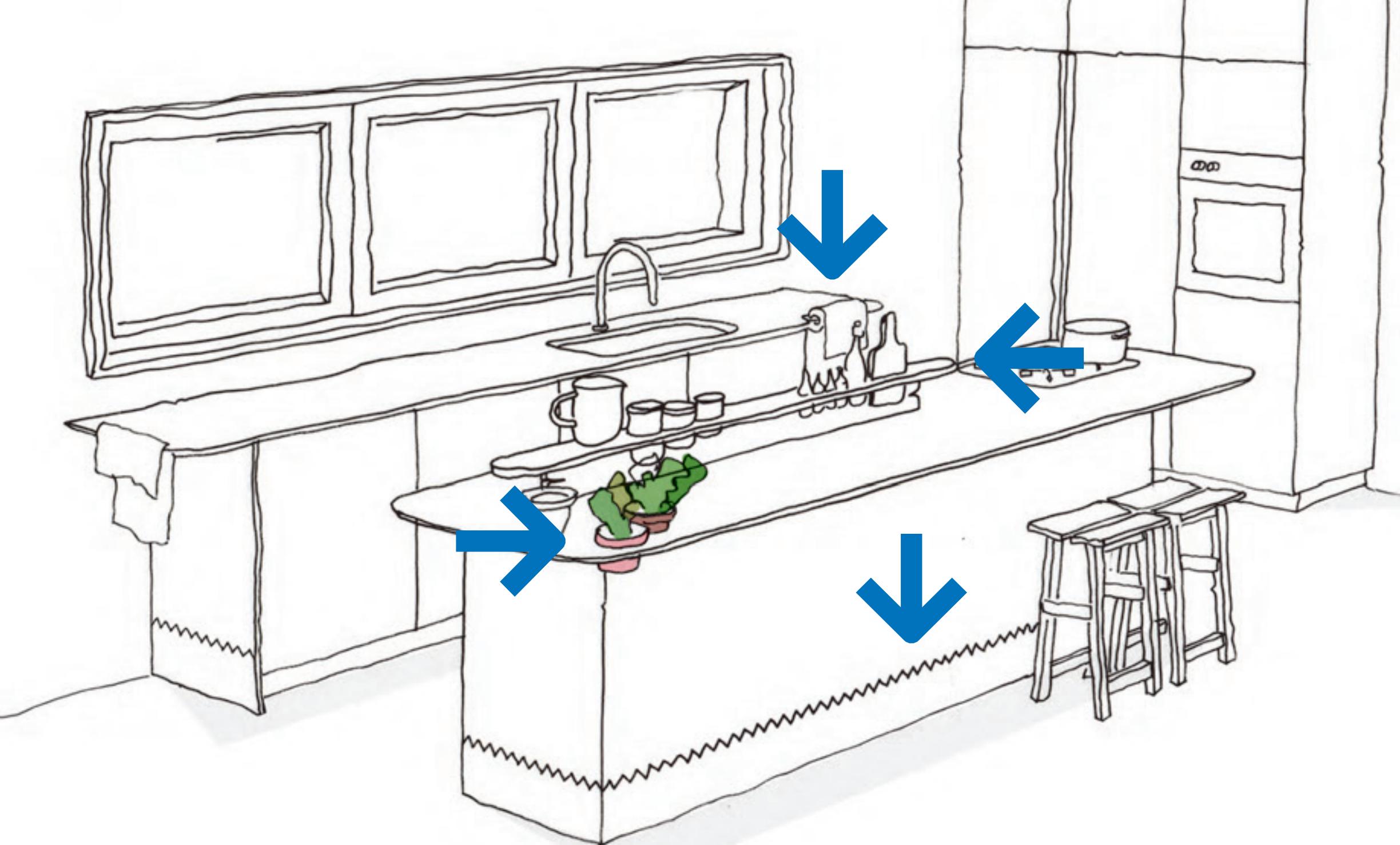
A void in the shelf's supporting leg creates a nook for books.





With the standard of living on the rise, there has been a significant increase in cooking shows and with that, an increase in men who are not only prepared to enter the kitchen, but are happy to do so. The kitchens need not be highly professional, such as those available to the great chefs, but ought to be well equipped, organized, and open-plan, with their contents exposed and easily accessible. It is in the everyday, functional kitchen that the qualities unique to Caesarstone become most apparent. The surfaces, which are low maintenance and stain and scratch resistant, enable the daily use of the kitchen on the one hand and accomplish a clean design aesthetic on the other.

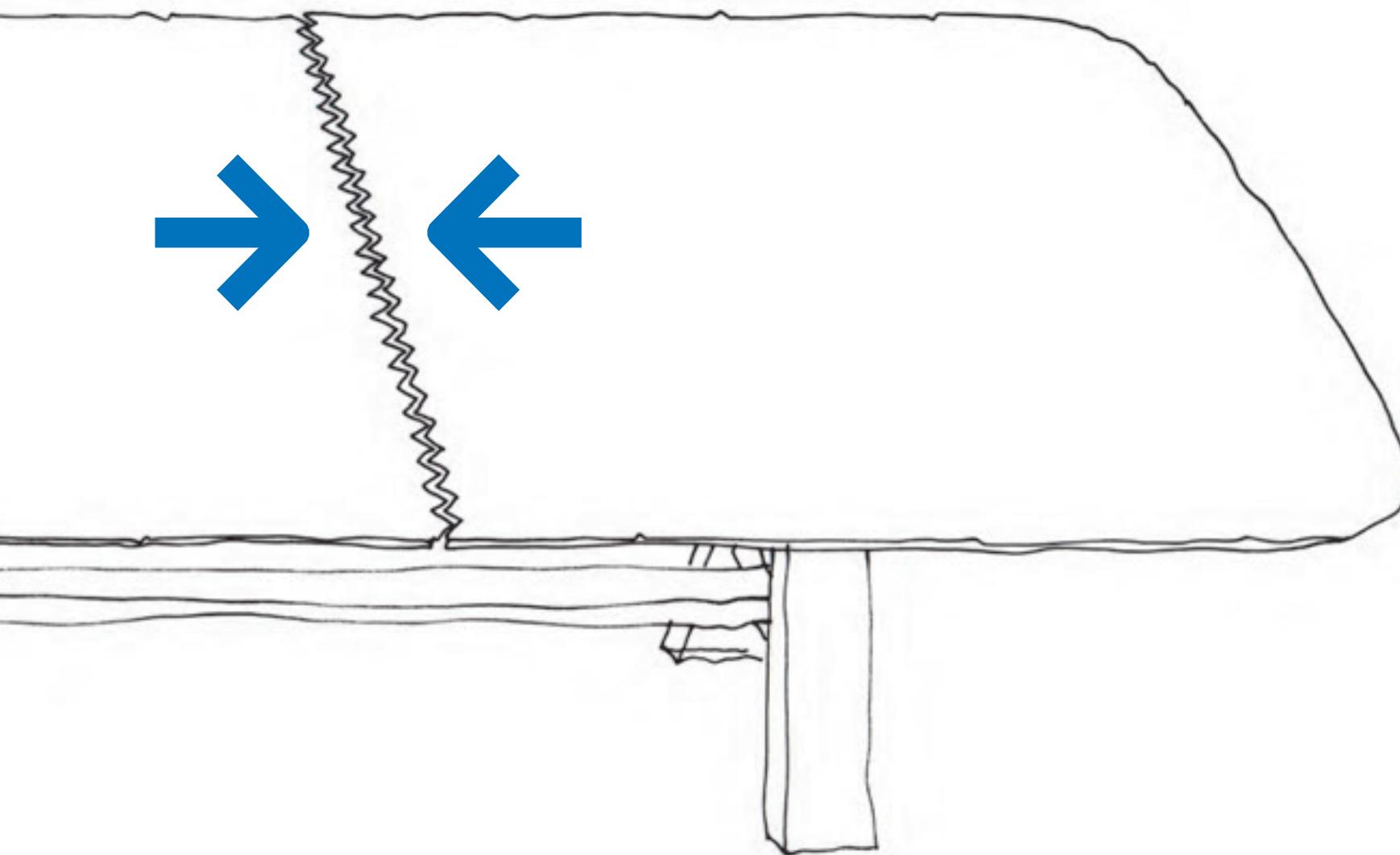
perfect form



The Normcore Generation

Their favourite time of day is when they return home in the evening and unload the crate filled with vegetable and fruit produce sent from their local, organic farm. They do not require an elaborate kitchen. They loathe fleeting, fashionable trends. They are the hard-core Normcore generation, preferring that which is simple, that which is basic and honest. They scorn the many faces of consumerism, the widespread fear of missing-out and of not fitting in. They dress according to their needs and equip themselves with what they deem essential.

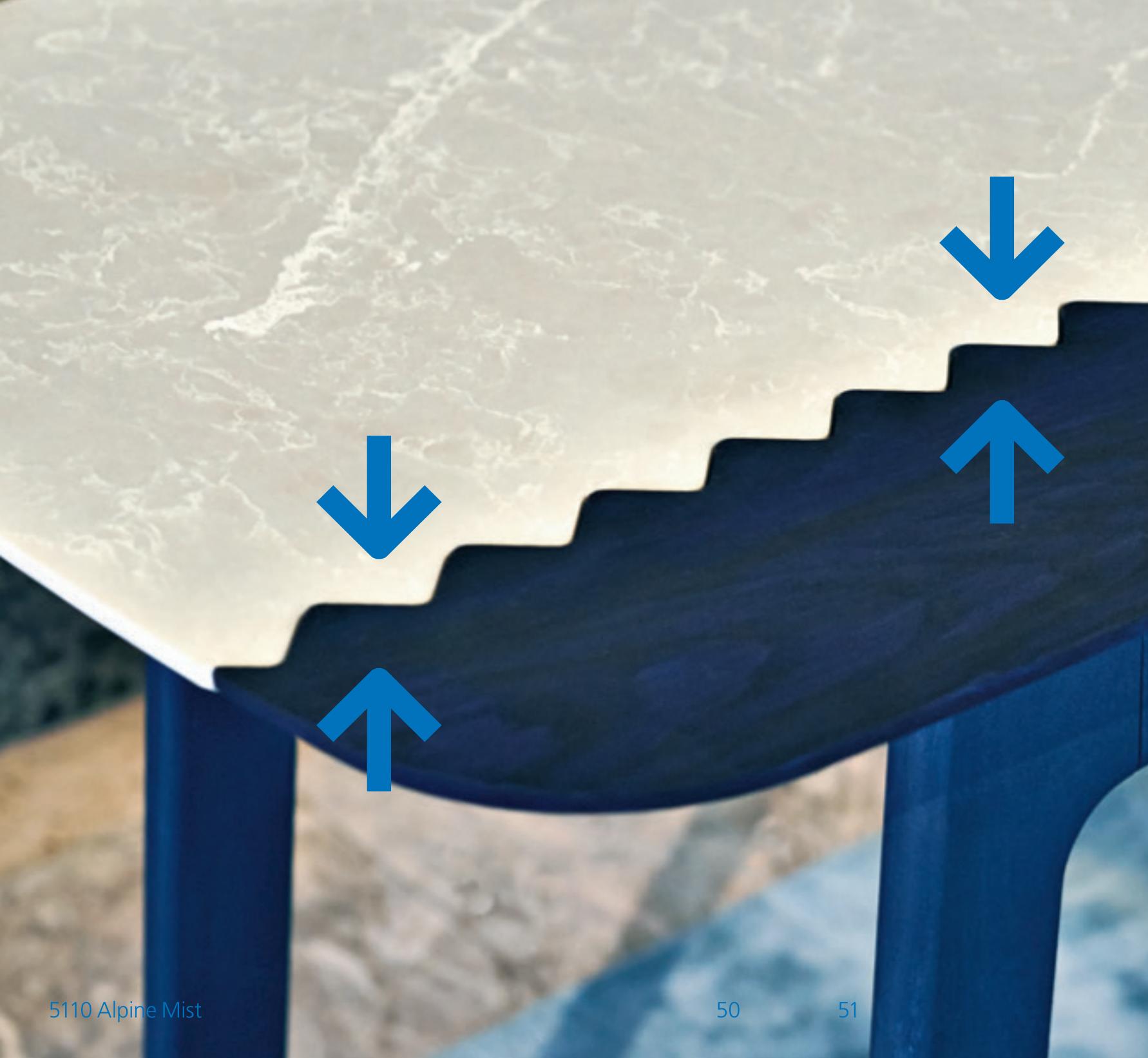




Challenging the common approach to kitchen design, where connection points between surfaces are either eliminated or disguised, here the connecting zigzag detail becomes a design feature in itself, a new way of joining Caesarstone surfaces together as well as linking them to different materials. The element seen here has a zigzag pattern, but connecting joints may be developed into a variety of shapes or forms.

Two different
Caesarstone surfaces
are linked using a
zigzag joint.



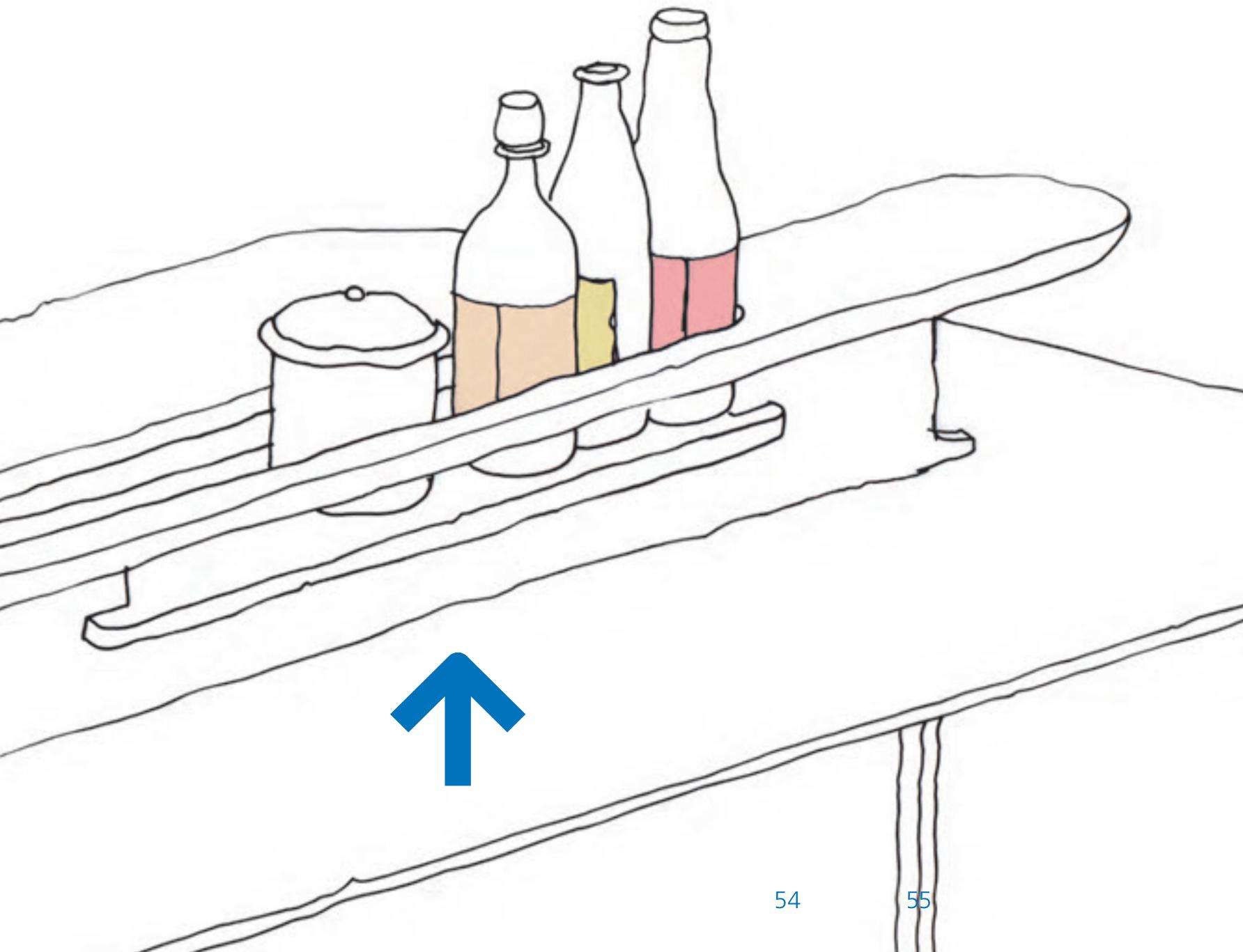


The common combination of wood and Caesarstone acquires a new look with the zigzag detail.

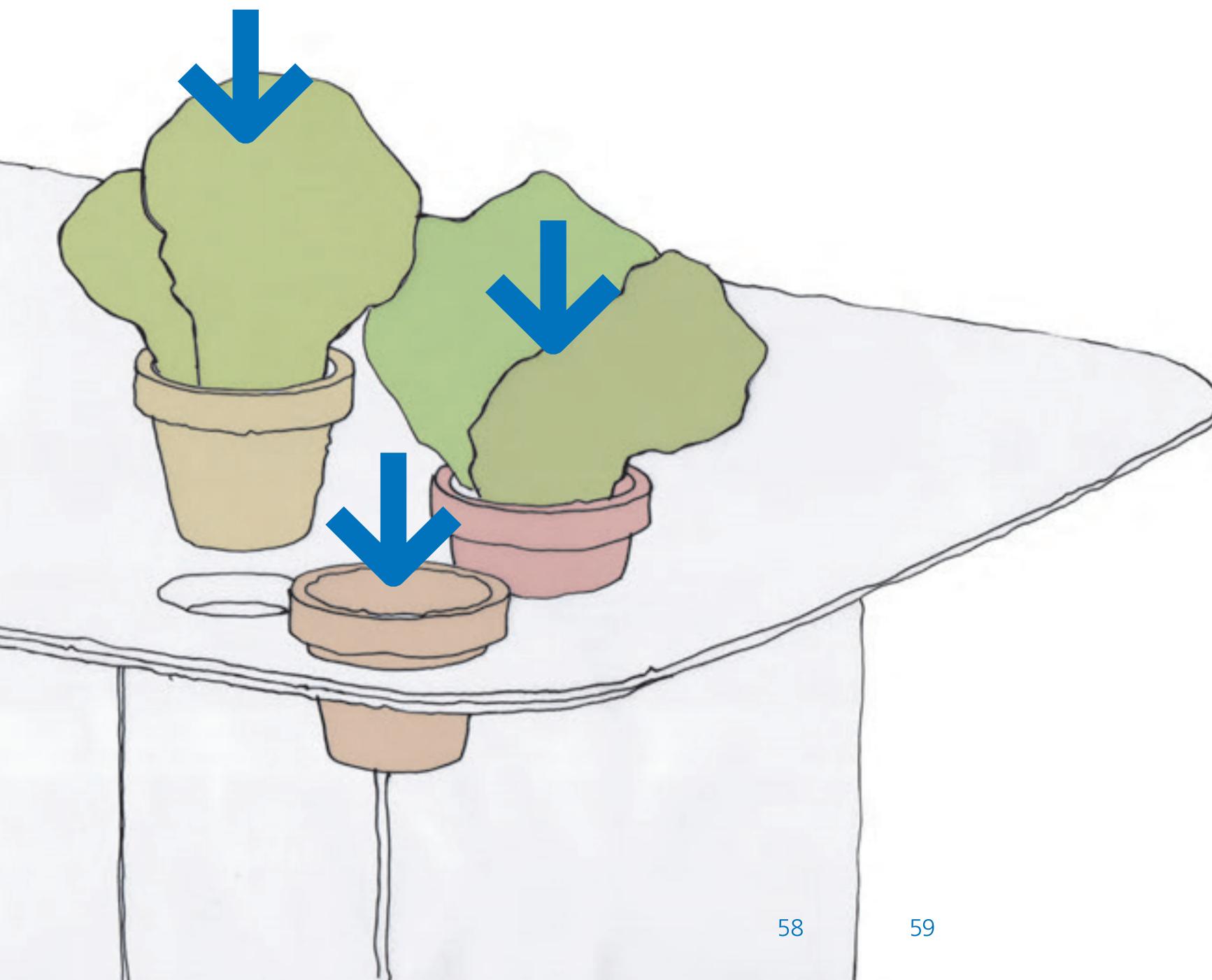
Coloured silicon
highlights the
connection point
between two
surfaces.



A floating shelf featuring voids for bottles or other storage containers creates an orderly appearance.

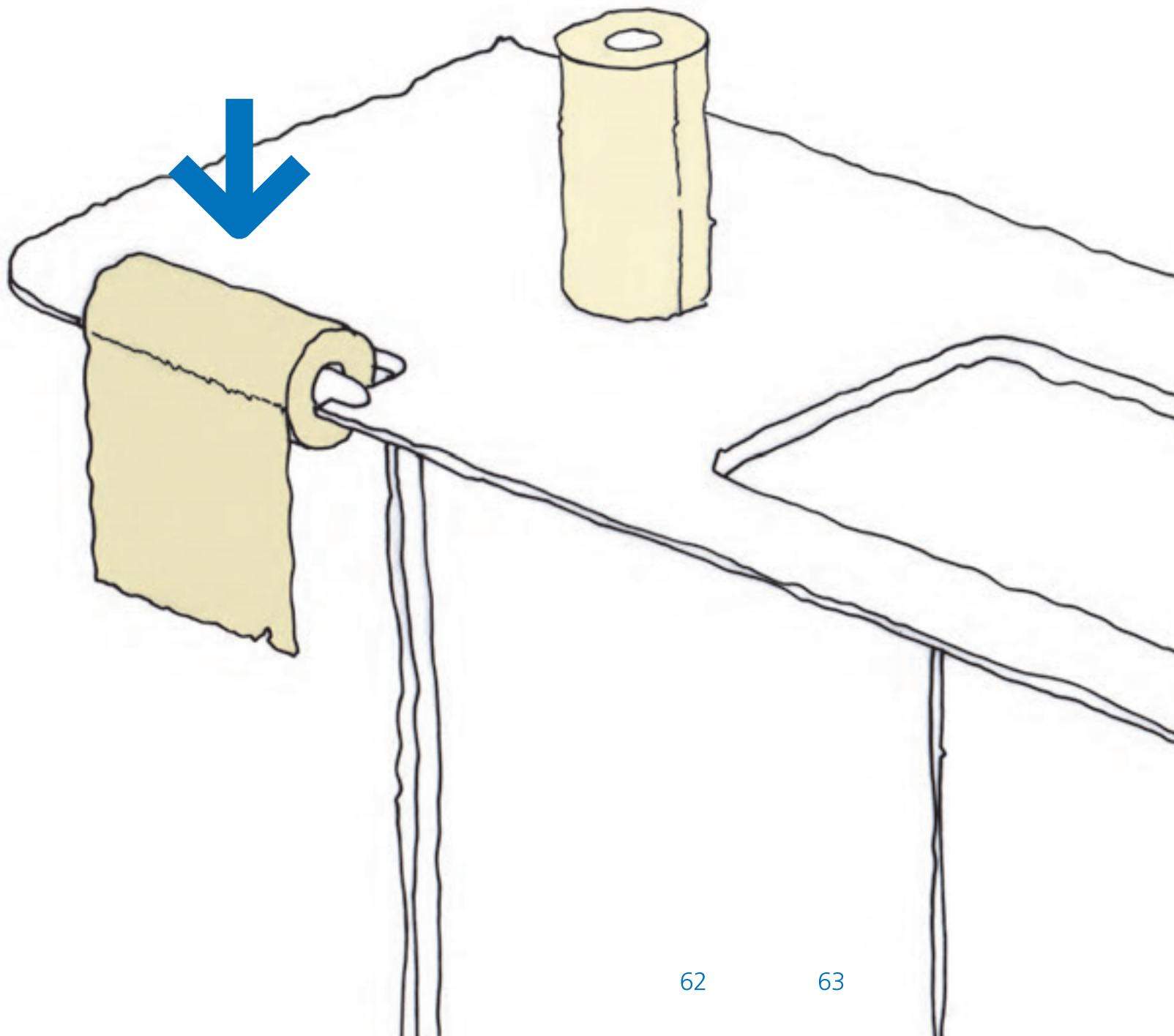






Instead of being placed atop the surface, pot-plants are slotted into suitable enclaves which create an overall orderly appearance.





Eliminate the need for hooks and fasteners by cutting a rack for the paper towel roll into the surface itself.





4130 Clamshell

66

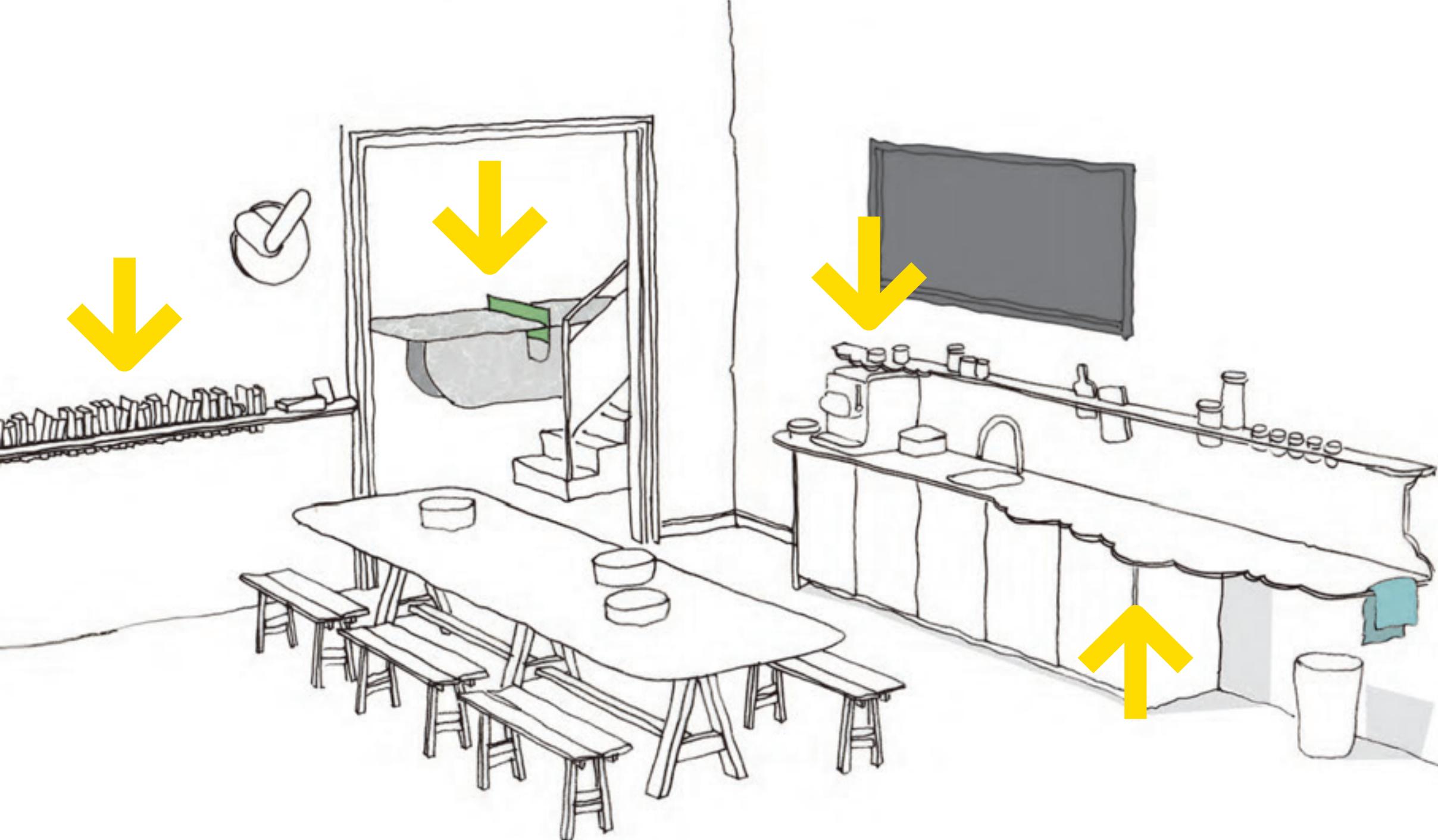
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Companies such as Google and eBay revolutionized workspace environments by turning them into playgrounds. This all-inclusive trend incorporates the likes of ping-pong tables, exercise facilities, and fruit trees in a single design layout, which is on the one hand unrestrained, but on the other has a refreshing, harmonious element in its design.

The kitchen and communal dining table are the beating heart of the office, a place where colleagues gather to eat, converse and gain inspiration through interaction.

Since most work may now be done from the comfort of one's home, what has become increasingly evident is the need for social interaction within the workspace. Caesarstone's customized details allow spaces to be organized in such a way that bowls may be situated in voids in the surfaces themselves, maintaining a clean aesthetic. A unique design element is introduced with a floating, cloud-like shelf.

an office revolution



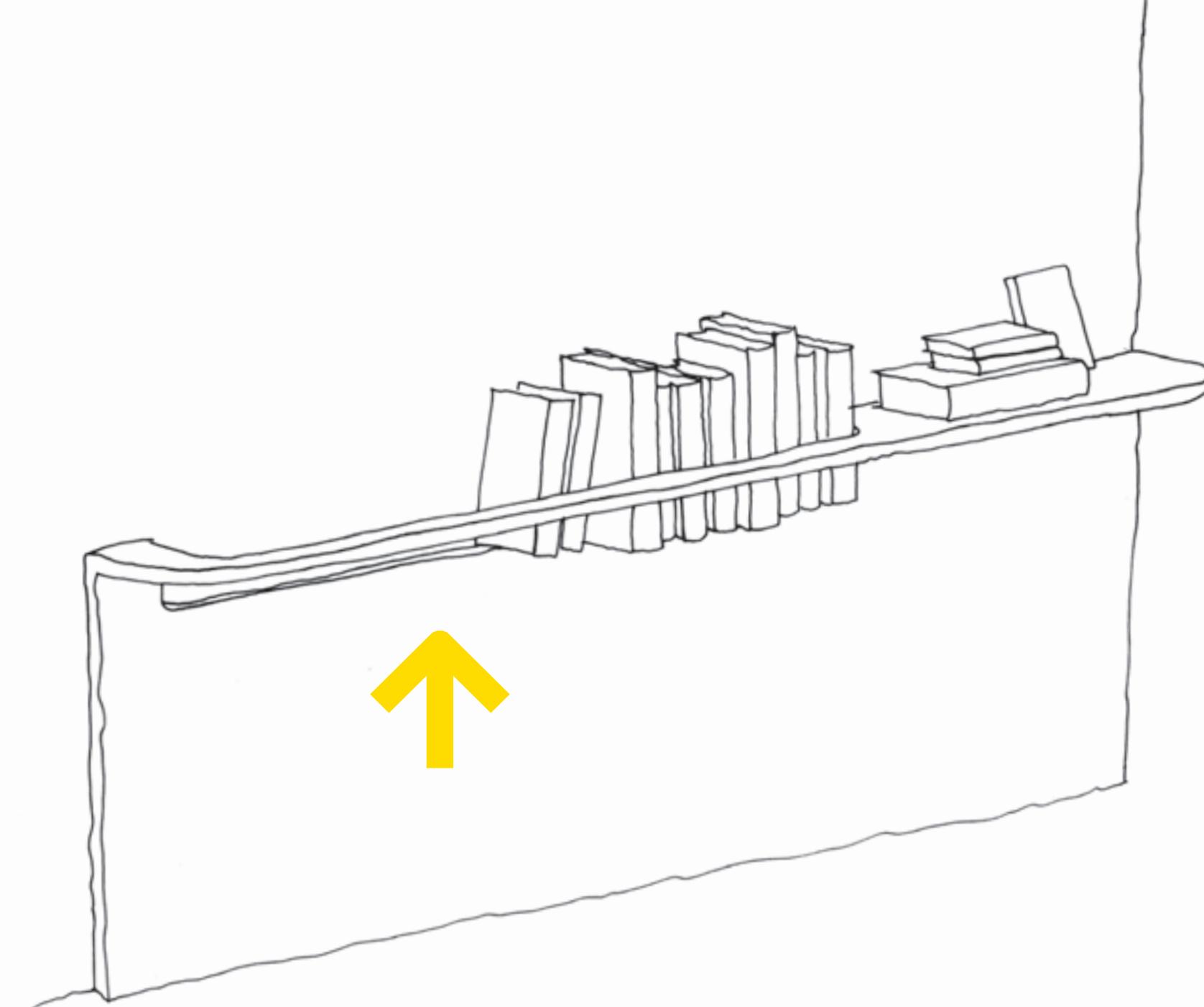
The Sharing Generation

They can no longer bear the solitude of sitting in front of a computer. They long to unite, to establish joint ventures, to collaborate with others. Within their working environment, they try to establish collective pursuits such as sporting events and interactive games. Though most work can be done from home or from one coffee shop or other, they long for social and psychological interaction to relieve themselves of solitude. They prefer a stable work environment; they surround themselves with colleagues and friends; they exchange ideas.

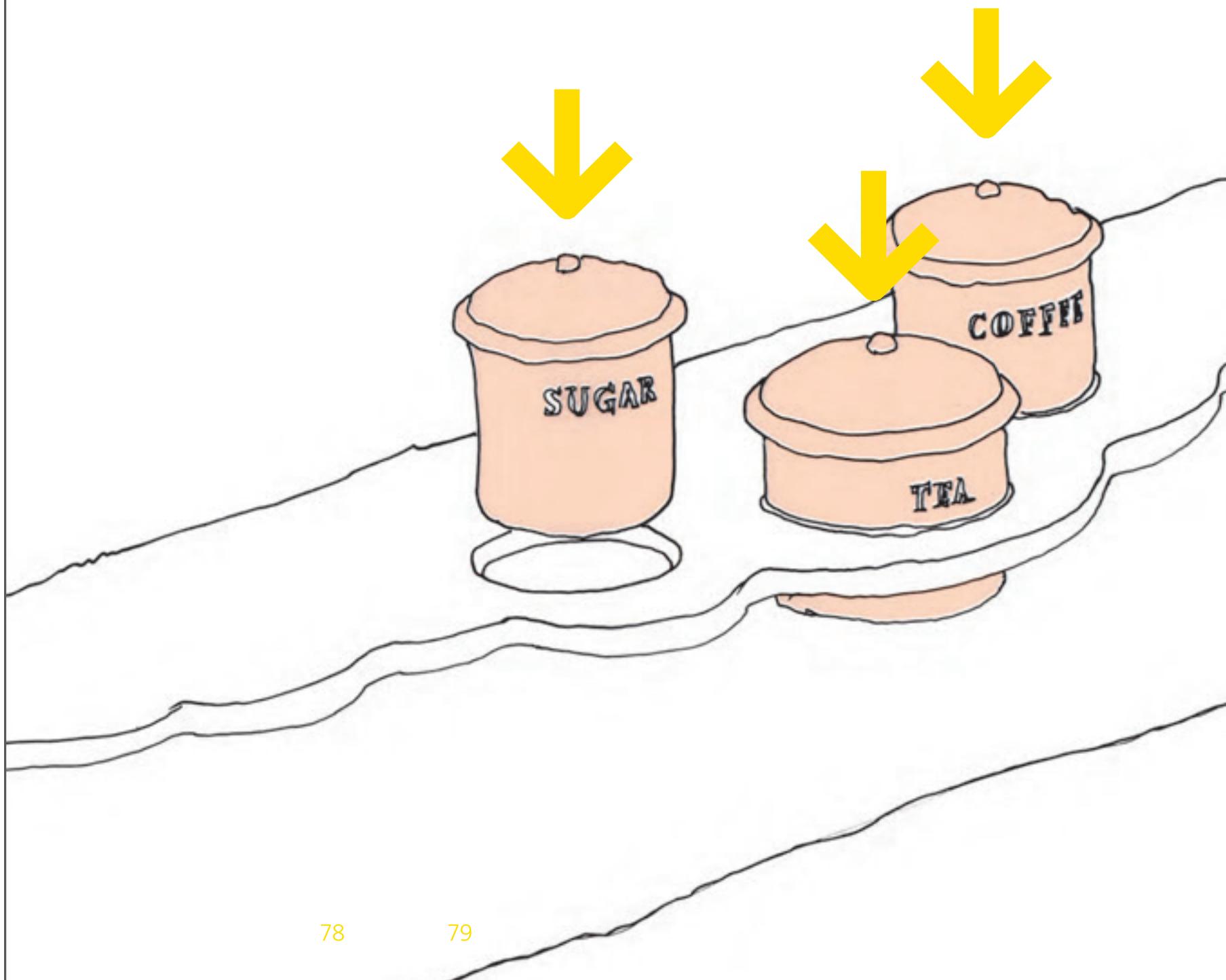




Books are slotted into voids in the shelf.

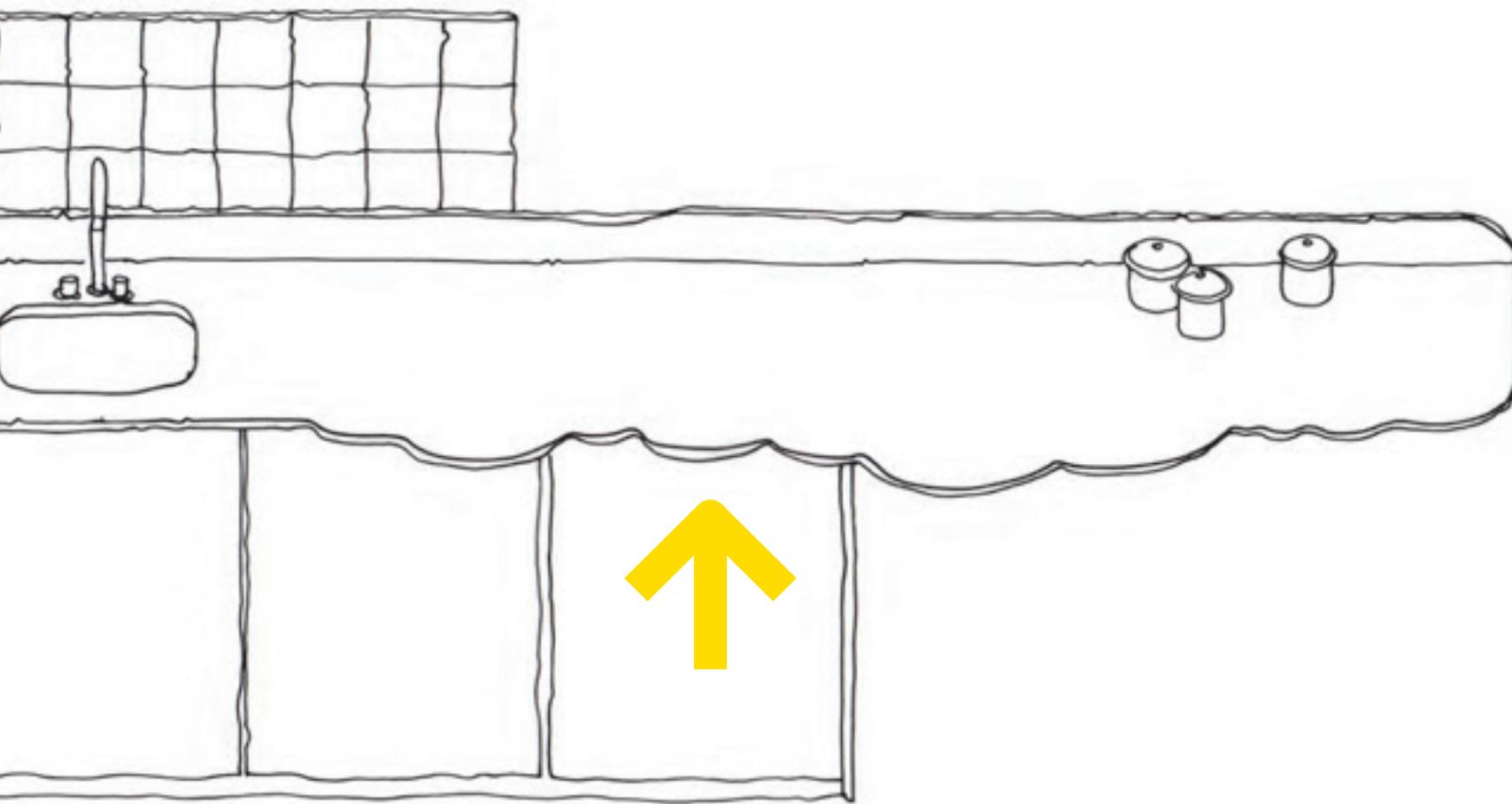


Voids for coffee
and tea containers
in the top shelf
create an organized
appearance.





A cloud-like surface cut with CNC.
Various shapes can be formed according to personal preference.





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6600 Nougat



86



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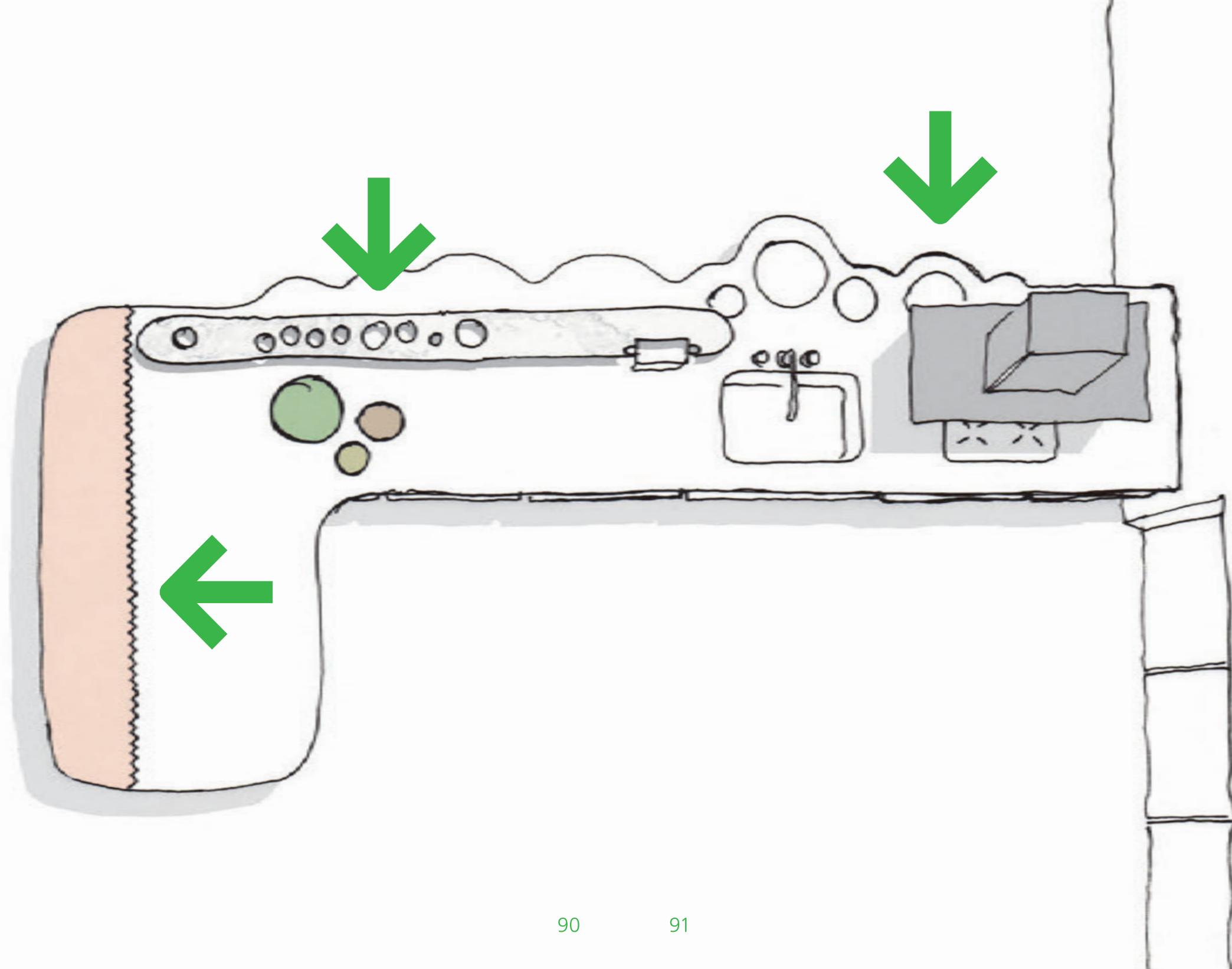
5131 Calacatta Nuvo

From the 1950s onwards, kitchens became the pulsing heartbeat of the house, where family and friends gather and engage in various social activities. There is no separation between the kitchen and the living room – the exposed space allows inhabitants to highlight their individuality and personal expression through design.

Various combinations of materials create a unique diversification and a wealth of new possibilities. A unique and bespoke appearance can be achieved by placing different Caesarstone surfaces side by side or alternatively combining a Caesarstone surface with different materials, such as wood or brick. The joints between surfaces tend to disguise themselves in most kitchens, but here they are in full display and feature as design elements in their own right.

The ability to deviate from square or round shaped surfaces allows us to cut the surface in various forms, giving it, for example, a look of feathered clouds.

unique expression





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5110 Alpine Mist

The Gathering Generation

Following a long period of financial and social crises, whereupon individuals felt the need to protect themselves and their personal belongings, people now seek to gather as a group, to collaborate, and to generate a feeling of unity and common identity. Alongside the need to feel a sense of belonging, there comes a need to feel unique; they seek an identity that allows them to merge the two and feel both inclusion and individuality. They strive to become a person of taste and self-expression and they fear becoming just one of a crowd.



The CNC-cut, cloud-like shapes fit several casual sitting areas in a single kitchen.



5110 Alpine Mist

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The combination of wood and Caesarstone acquires a new look with zigzag detail.







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