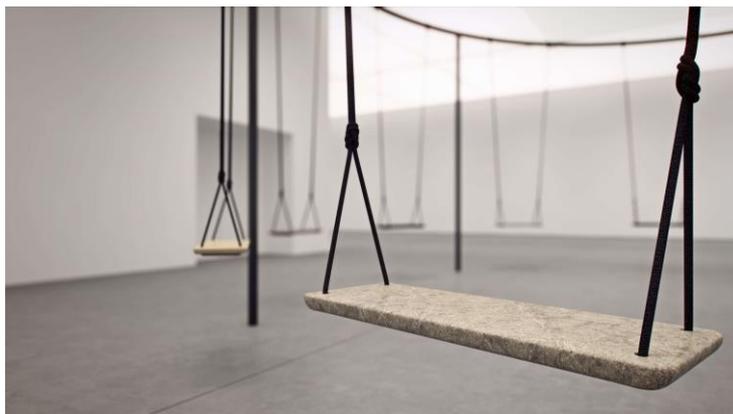


For Immediate Release

**CAESARSTONE PRESENTS:  
*MOVEMENTS* BY PHILIPPE MALOUIN  
AT FUORI SALONE 2015, MILAN**



**Palazzo Serbelloni  
Corso Venezia 16  
April 14-18 2015, 10am - 7pm  
Press preview: Monday, April 13, from 1pm – 5pm**

February 24, 2015: **Caesarstone**, the leading manufacturer of premium quartz surfaces, will unveil their latest installation at Milan's Fuori Salone 2015. *Movements*, an interactive installation by London-based designer **Philippe Malouin**, will be on view at the grand palace Palazzo Serbelloni, from the 14<sup>th</sup> - 18<sup>th</sup> of April.

*Movements* is a two part installation which examines the unexpected use of Caesarstone surface material and process-based design; experimenting with the inherent characteristics unique to the material and exploring the distinctive designs and textures in the Caesarstone collection. The Palazzo's grand hall will house an interactive installation made out of an 8-piece swing-set created from the new 2015 surface designs. The installation juxtaposes the splendour of Palazzo Serbelloni with a minimalist, monolithic language investigated by the designer. Typically associated with carefree, childish activity, the swings are here removed from their original playground surroundings and relocated to a historical environment and context. The swings bring an out-of-context element into play and invite visitors to interact with the material and the installation.

The adjacent room hosts a handmade group of planters that documents Philippe Malouin's process of experimentation with Caesarstone's surface material and technique. Modern and geometric in their design, the collection explores a very different range of techniques, such as traditional inlay and marquetry, as well as the material's versatility and the wide variety of colours in the Caesarstone collection, including the new 2015 colour designs.

*For me the starting point was the exploration of the material, as we tend to start most projects. We therefore focused on spending time in the workshop, except, this was not an ordinary workshop, but a fully equipped solid surface transformation facility. Caesarstone is an extremely versatile material that is easy to predict and work with, and it offers a variety of colours and finishes. I therefore experimented with a series of techniques and applications ranging from the mundane to the more experimental. - Philippe Malouin, Designer*

*For our third large-scale presentation in Milan, we were interested in delving into Philippe Malouin's unique approach to product design, so that the qualities unique to Caesarstone material - such as strength and flexibility, are explored in a thoroughly new way. - Eli Feiglin, VP of Marketing at Caesarstone*

– ENDS –

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**Notes to Editors**

**About Philippe Malouin:**

Canadian Philippe Malouin holds a bachelor's degree in Design from the Design Academy Eindhoven. He has also studied at the École Nationale Supérieure de Création Industrielle in Paris and University of Montreal. He set up his own studio in 2009 after working for English designer Tom Dixon. He is also the director of POST-OFFICE, the architectural and interiors design practice. His diverse portfolio includes tables, rugs, chairs, lights, art objects, and installations. Recently Philippe won the W Hotels 'Designer of the Future' Award and the Wallpaper\* 'Best Use of Material' Award. Philippe lives and works in London, where he operates his design studio and teaches platform 18 alongside Sarah van Gameren at the Royal College of Arts.

**About [Caesarstone](http://www.caesarstone.com):**

Caesarstone is a publicly traded company on the NASDAQ. The company's surfaces and products are sold in over 50 countries worldwide. Established in 1987, Caesarstone pioneered the original quartz surface and continues to be a leading developer and manufacturer of premium surfaces. Caesarstone surfaces consist of up to 93% quartz and utilize advanced technologies and proprietary know-how. The surfaces are highly functional, design forward and have endless application possibilities including kitchen countertops, bathroom vanities, flooring, wall panelling, furniture and more. With three diverse collections – Classico™, which includes the Supernatural Collection, Motivo™ and Concetto™ there is no limit to choice. The unique and rich variety of colours, patterns and textures gives each customer the ability to find their 'ultimate surface' and create their own unique interior environment. Caesarstone's extensive designs are constantly evolving and developing to meet the latest world trends and the highest level of international quality standards.

[www.caesarstone.com](http://www.caesarstone.com)