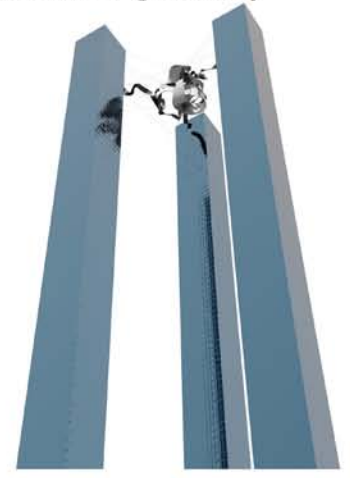


Breaking all
Preconceptions
through **Ceasarstone**
and **ZERO 2110**

Creating our future
Technology for **Freedom**

AS light as air

Just **imagine** a life
without gravity



THE NEW FACE OF ZERO 2110

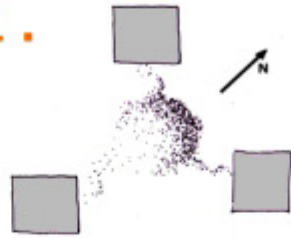
Ethereal Curiosity

Three gravity creating Ribbons coming together to form a sphere around a stage



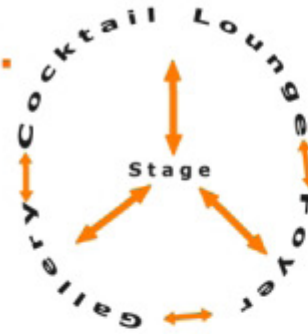
Five Form Determining Elements

1.



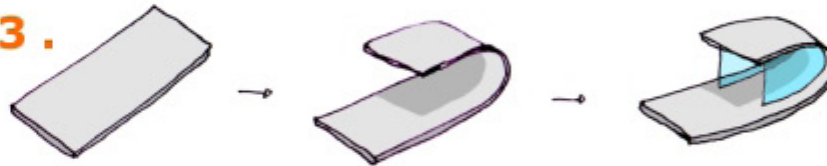
Density: Determined by Orientation

2.



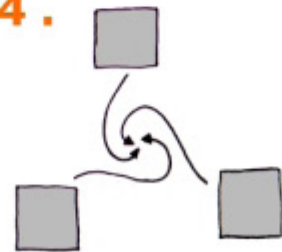
Program

3.



Proses of creating Enclosure

4.



Movement Diagram

5.



Stage focal point for whole building



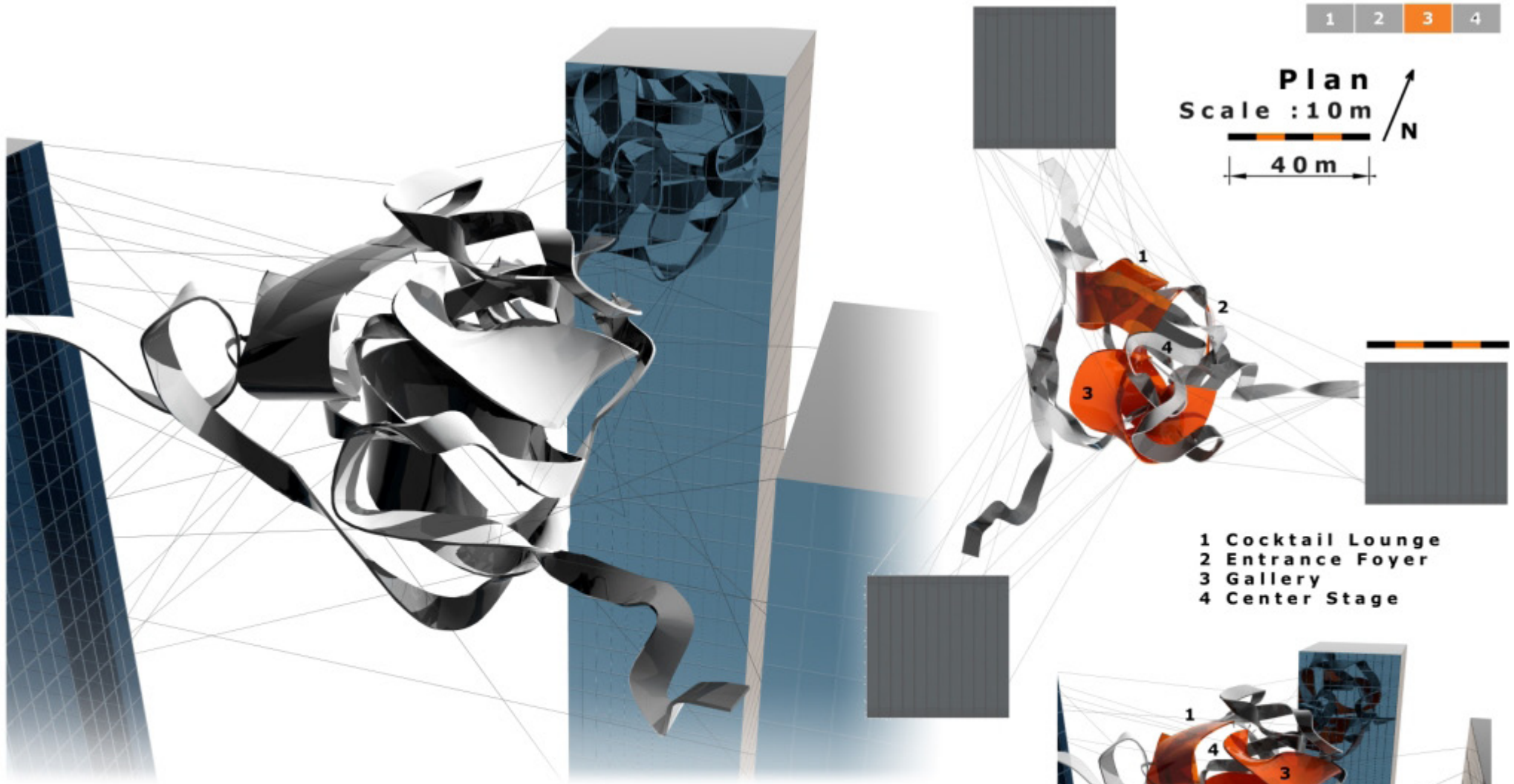
Ribbon creates furniture



Stage: The Focal Point from anywhere

Ethereal Curiosity

Three gravity creating Ribbons coming together to form a sphere around a stage



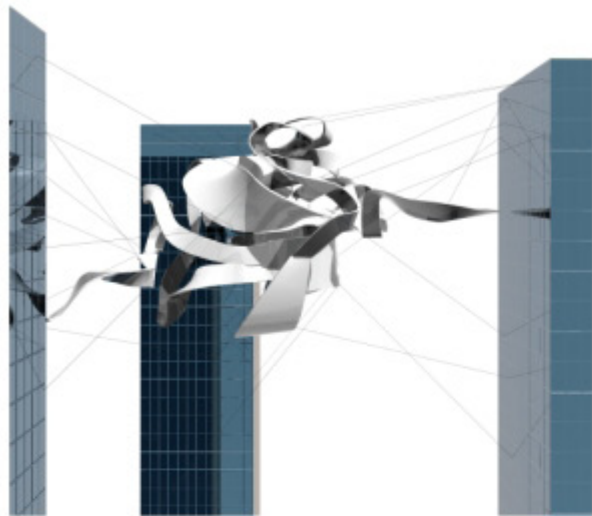
View From North

- 1 Cocktail Lounge
- 2 Entrance Foyer
- 3 Gallery
- 4 Center Stage

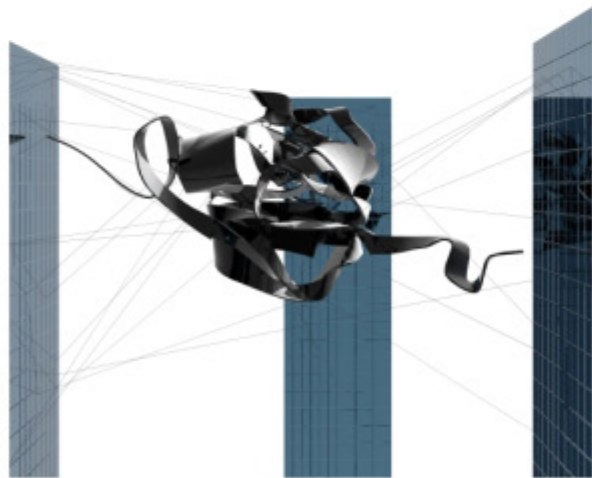
Ethereal Curiosity

Three gravity creating Ribbons coming together to form a sphere around a stage





North Elevation



East Elevation

Ribbon Detail
Scale 1:10

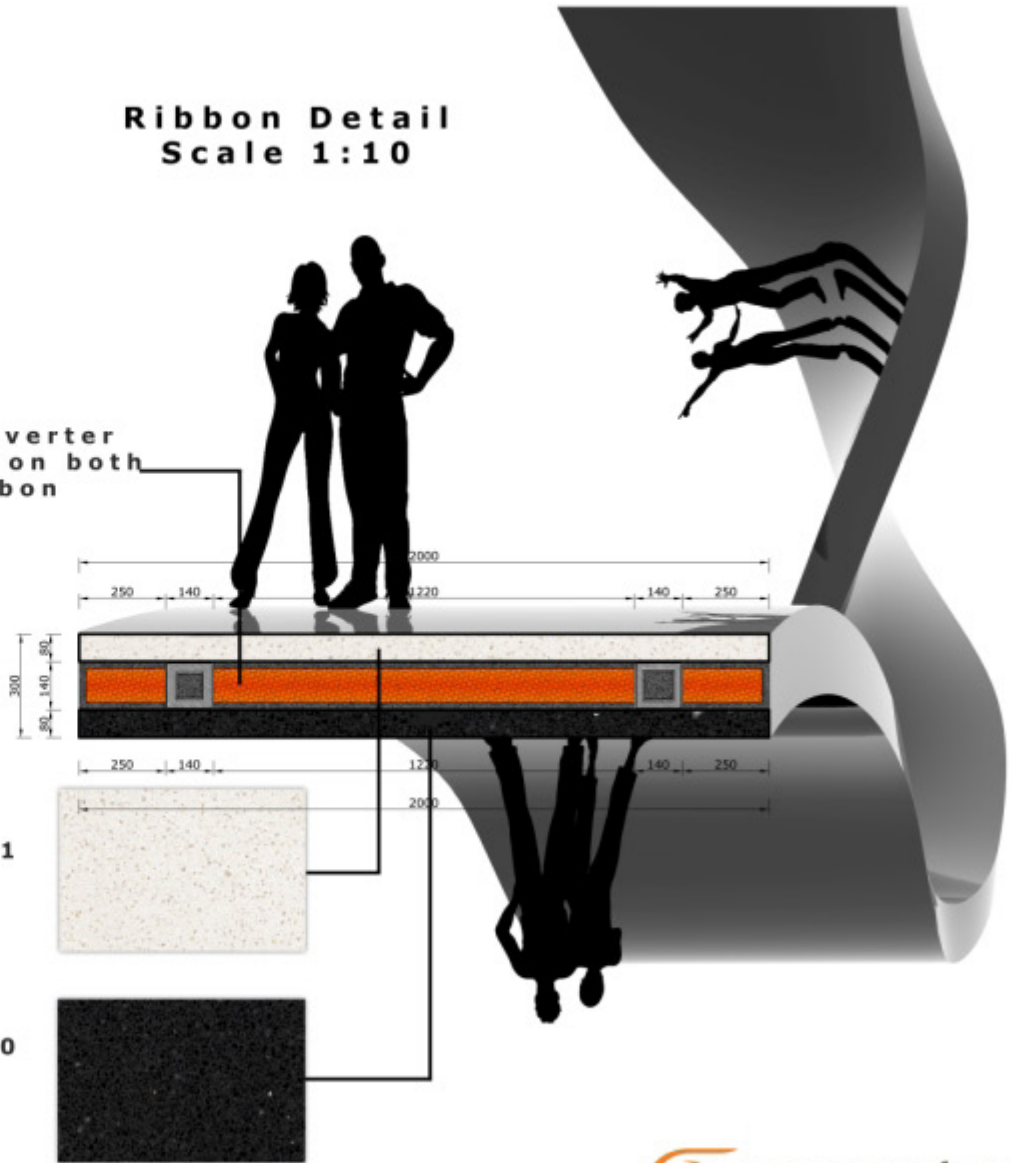
ZERO Gravity Inverter
created gravity on both
sides of the ribbon

Steel Frame
140mmx2000mm

Steel Structure
140mmx140mm

Fresh White
Ice Snow
Product Id: 9141
80mm Thick

Bold Black
Black Star
Product Id: 7100
80mm Thick



Ethereal Curiosity

Three gravity creating Ribbons coming together to form a sphere around a stage





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Press Release

They came.....

They saw.....

They conquered.....

STUDENTS WOW JUDGES IN THE 1ST CAESARSTONE DESIGN AWARD COMPETITION

CaesarStone, leading quartz surface pioneers, announced the winner of the ZERO2110 Design Award at DECOREX 08 in Johannesburg.

A floating trophy, manufactured from CaesarStone and designed in Israel, was presented to the winners, two students from the University of Cape Town, Department of Architecture duncan fraser and evans lawuo who collaborated on their entry. Winning lecturer is CESAR BESADA-CONS. The winners will be winging their way to Dubai to visit this burgeoning architectural mecca as well as visiting the 43rd Marmomacc World Stone Fair in Verona, Italy. The prize, handsomely valued at R35 000.00, includes airfare, accommodation, spending money and entry to the Fair as well as a day in Venice. The judges acknowledged WERNER LANDMAN of Tshwane University of Technology, Department of Architecture with a special acknowledgement award.

The ZERO2110 brief was conceptualized by JONATHAN ANSTEY of STAUCH VORSTER ARCHITECTS. As the original inventor and first global company to use natural quartz, CaesarStone's brief had to reflect the perfect harmony between sustainability and style. ZERO2110 stimulated a conscious response towards the global initiative of environmental responsibility. In the brief, students were challenged to develop a new conference and exhibition space to also function as a media centre, banqueting centre and ongoing showcase. The brief did not dictate maximum or minimal usage of the CaesarStone product but asked students to create spatial and visual solutions by breaking preconceptions. The entries received from tertiary design institutions surpassed the judges' expectations and showcased true design talent.

ADDITIONAL INFORMATION:

PANEL OF JUDGES

JONATHAN ANSTEY
FARHAD AREFF
SONJA PETRUS SPAMER

STAUCH VORSTER ARCHITECTS
URBAN EDGE ARCHITECTS
MMA ARCHITECTS

JUDGES' COMMENTS

JONATHAN ANSTEY OF STAUCH VORSTER ARCHITECTS **COMMENTS ON THE WINNING ENTRY:**

A perfect 100%

The judges all loved the clarity and sophistication of this immaculate design entry

Without a doubt the most inspired platform for the launch of design innovation

Thoughtful use of CaesarStone integrating the challenges of gravity

Fully answered the fundamental brief and absorbed new possibilities for CaesarStone and for architecture

FARHAD AREFF OF URBAN EDGE ARCHITECTS **COMMENTS ON THE SPECIAL ACKNOWLEDGEMENT AWARD ENTRY:**

A close runner-up

Creative thinking in future development on the use of the CaesarStone product

Great use of CaesarStone on facades

Interior reflects the flexibility of CaesarStone

very high quality of graphic presentation

SONJA PETRUS SPAMER OF MMA ARCHITECTS **COMMENTS ON THE OVERALL ENTRIES:**

Entries made rich response to an evocative brief "Shifting the datum"

The brief allowed only for clear conceptual thinking in time, space, place and tectonics

Because anything is possible only logic prevails

The best entries effortlessly displayed the social, environmental and technological ability of architecture to shelter and surprise

EDITORIAL CONTENT

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