

CPD

PROGRAMME



A joint seminar
organised by
Singapore Institute
of Architects and
Caesarstone



SIA Professional Knowledge Series:

Quartz Stone - The Ultimate Choice for Beautiful and Durable Surfaces

Date : 30 August 2012, Thursday
Venue : Singapore Institute of Architects
 SIA Theatre - Level 1
 79 Neil Road S(088904)
Time : 7.00PM - 10.00PM

PROGRAMME

6.30pm Registration with Light Refreshment
 7.00pm Presentation
 8.00pm Break
 8.15pm Presentation
 9.00pm Drinks Reception
 10.00pm End of event

***SIA Member** Complimentary
Non Member (eg BOA/CIJC) S\$ 45.00

Registration on First-Come-First-Serve Basis

BOA-SIA CPD Accreditation 4 points

SYNOPSIS

Caesarstone quartz engineered stone surfaces are a smart, modern alternative to products such as marble and granite. They offer a subtle elegance to any commercial or residential application including kitchen bench tops, backsplashes, bathroom vanities, wall cladding, flooring, staircases, customized furniture and much more.

Quartz is one of the strongest and hardest minerals in existence, and as a result, Caesarstone quartz surfaces carry many beneficial physical properties that make them far superior to any other surface material on the market today. Caesarstone quartz surfaces are heat, stain and scratch resistant and never have to be sealed or polished to retain their brilliant shine.

The event speakers are highly experienced in quartz surface applications and will share their knowledge and expertise on the following topics:

- A) Benefits of quartz stone;
- B) Thermoforming quartz;
- C) Caesarstone fresh concepts (new and unique designs);
- D) Caesarstone versatility and colour ranges;
- E) Eco-friendly properties and recycled collections;
- F) Quartz fabrication and installation;
- G) Caesarstone local and global projects.

SPEAKER PROFILE



Margaret Moroney – Caesarstone SEA Pte Ltd

Margaret is the Regional Sales Manager for Caesarstone SEA supporting its key partners around the South East Asia region.

Caesarstone, is the industry pioneer and global leader in high-quality quartz surfaces, and is recognised as the first company in the world to establish this new category of products.

Since 1987, Caesarstone has been manufacturing quartz surface solutions, which are environmentally friendly and easy to maintain. The Caesarstone product range offers a contemporary approach to kitchen design and renovations while maintaining the quality and luxury that consumers have come to expect from this category.

Today, Caesarstone offers the widest range of colours, textures and finishes on the market, catering for every taste and design and making it suitable for almost any interior application in private residences, hotels, healthcare facilities, retail outlets and much more.

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SINGAPORE INSTITUTE OF ARCHITECTS

2012/068/MS/JT



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SPEAKER PROFILE



Shelly Koh – Edgeworkz Ventures

Shelly Koh, MD of Edgeworkz Ventures, has been in the stone industry for more than 10 years, dealing previously with natural marble, granite, and homogenous tiles. For the last 5 years, Shelly has been working solely with quartz material, namely Caesarstone. During this time, she has had extensive exposure to quartz surfaces sales & marketing as well as, technical & fabrication aspects.

Edgeworkz Ventures has been working with Caesarstone quartz since it was launched in Singapore in 2005. They focus on retail Kitchen Studios, ID firms as well as the end consumer. Edgeworkz houses teams of experienced and skilled installers, and in addition, are supported with factory productions. They take on challenges in design creations that allow them to explore the depth of quartz material each time and have a strong and credible reputation in the industry.



Jane Yeo – Jane Yeo Design Consultants Pte Ltd

Jane Yeo, a London-trained interior designer with more than 20 years' experience, heads a creative and dedicated team as part of Jane Yeo Design Consultants Pte Ltd (JYDC). With a fine track record in F&B and hospitality projects, the firm's design expertise speaks for itself. Through the years, JYDC has accumulated a depth of experience in creating and assembling complex projects, with creativity, artistry and flair. Among JYDC's list of notable projects, it includes Iggy's at The Regent Singapore (Asia's top restaurant in the Miele Guide 2008). Jane Yeo is a strong supporter of quartz applications and understands the many performance benefits of this surface material. In fact, Caesarstone quartz is often her material of choice when specifying new projects, including the design of her new office space.



Peter Chan – KHL Marketing Asia Pacific (Kitchen Culture)

Peter Chan is the Senior Manager of the Project, Design Development Division at KHL Marketing Asia Pacific Pte Ltd. During his tenure, he has gained over 9 years experience of working with quartz material.

Since 1991, KHL Marketing has successfully positioned itself as a market-leading specialist in imported high-end kitchen systems and appliances. As an early mover in the luxury imported kitchen industry, they have over the course of their establishment built-up strong partnerships with market leaders in each product category.

KHL Marketing Asia-Pacific has effectively tapped into the trend of property developers on branded kitchen concepts. They have 20 renowned brands of kitchen systems, appliances and accessories and more recently have partnered with Caesarstone by offering their customers high-quality quartz countertop applications.

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(All seminar fees are inclusive of GST)

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Non Member (eg BOA/CIJC)	S\$ 45.00

* For SIA Members whose registrations have been confirmed, attendance is compulsory. Absentee/Cancellations 3 days or less before the event will be charged at \$20.00. Verbal notification of cancellation is not acceptable.

Closing Date for Registration	<u>27 Aug 2012</u>
BOA-SIA CPD Accreditation	4 points

Please tick your payment mode:

[] By Cheque
Bank/Chq # : _____ Amt S\$: _____
Local Cheque (must be drawn in Singapore) should be
crossed and made payable to “Singapore Institute of
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Singapore Institute of Architects,
79B Neil Road, Singapore 088904
**Please indicate your name, company/institution and
seminar date/title on the back of the cheque.**

[] By Cash
You can drop by the SIA office to make cash payment between 9.30am – 5.30pm on weekdays.

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For Enquiry (Ms Jacey Tay):
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Fax: (65) 6226 2663
Email: cpd@sia.org.sg

•All registration will be on a **First-Come-First-Served** basis and will be accepted **upon receipt of both registration form and payment to SIA. Registration by fax will only be confirmed upon receipt of payment.**

Cheque payment for this activity **should not be** combined with payment for other SIA events/courses.

Fees paid are non-refundable under all circumstances. Replacement of participant will be allowed only if written notification is made at least 3 days before the event.

Where a Non-Member replaces a Member (must be from the same Org.) the fee difference will have to be made good to SIA prior to the event.

All Mandatory Fields and Incomplete Form will not be processed.

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