

**LOFT SERIES**  
Ø1/CAMDEN Ø2/  
*POBLENOU*  
Ø3/SEAPORT  
NOLITA Ø4/  
Ø5/*CORKTOWN*  
**LOFT SERIES**

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Ø1/CAMDEN Ø2/  
*POBLENOU*  
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LOFT SERIES 01/CA  
SEAPORT 04/NOL  
SERIES LOFT SERIES 0  
03/SEAPORT 04/NOL  
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WE TAKE CARE OF  
THE PLANET.

Not only all Silestone Loft products include HybriQ technology. Also, every marketing tool for this series, like this brochure are recycled and 100% biodegradable and recyclable,



CAMDEN02/POBLEN0U 03/  
ITA 05/**CORKTOWN LOFT**  
1/CAMDEN02/POBLEN0U  
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ITA 05/**CORKTOWN LOFT**  
1/CAMDEN02/POBLEN0U



# 00/A NEW CITIZEN: CONS- CIOUSNESS + INDIVI- DUALISM + MYSTIC MINIMA- LISM

A NEW ERA,  
A NEW REALITY

2020 will be remembered as a time of deep social change. Changes that we have experienced in recent years have cultivated a hyper-connected world; a more condensed, yet increasingly individualistic society. At the heart of everything, is a search for the bare necessities. Senses are no longer just digital but are becoming the best tool in this new era.

We are enjoying contact and our relationships with others, with objects, again, We are once again discovering authentic experiences that touch every aspect of our lives. Cities in this new reality continue to offer the latest trends, whilst striving to meet everyday demands of life. Streets are alive and make us experience colors, textures and smells. Silestone Loft

Series has managed to extract the essence from 5 iconic places worldwide. Unique places which offer a special kind of industrial beauty in their streets, buildings and urban areas, an essence then brought to homes through a new purely urban collection.



Homes become extensions of the neighborhood, places where we are in constant contact with source materials. In this relationship, they both receive and convey emotions. This Loft Trend Guide was created with the aim of showing all the possibilities of Silestone Loft, and of encouraging you to travel with us to these unique corners of the world. Enjoy the journey. We are leaving.



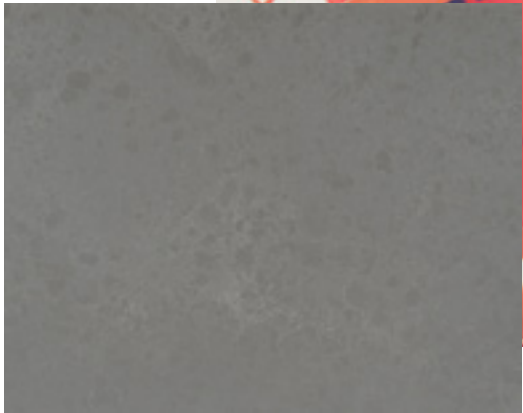
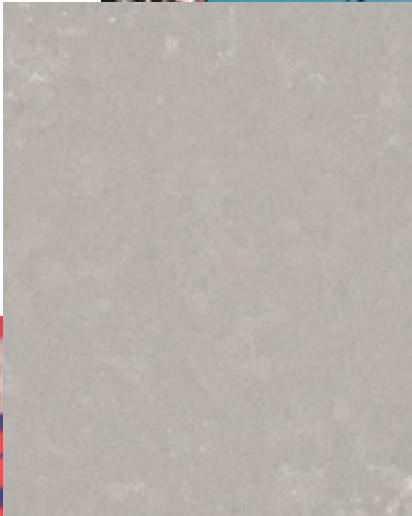
LIVE  
LOCALLY,  
THINK  
GLOBALLY



01/CAMDEN  
VIBRANT AND POPULAR



02/POBLENOU  
MEDITERRANEAN FLAVOR



03/SEAPORT  
OLD INDUSTRIAL NAVY

LIFE IS NOT ON-  
LINE, LIFE IS IN  
YOUR NEIGH-  
BORHOOD

04/NOLITA  
SOPHISTICATED YOUTH

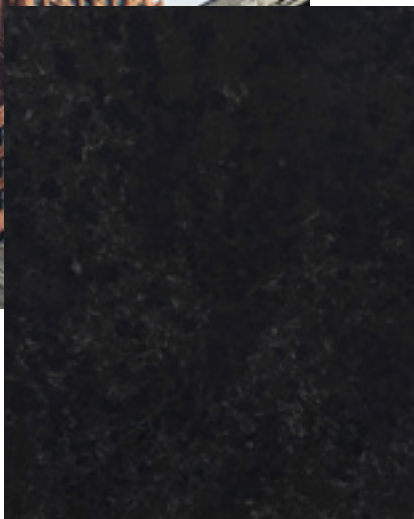


# 05 NEIGH- BOR- HOODS 05 WAYS OF LIVING WORL- WIDE

LOFT TREND GUIDE

We invite you on an architectural and sensual journey to the heart of the city. LOFT will be your companion: a collection that reviews, in terms of design, the character and essence of 5 iconic places. Let's begin the journey in England, in the bustling area of Camden. We will make our journey through Europe and enjoy colors under the Mediterranean light: Poble Nou. We will then leave the old continent behind and head for New York. There we will walk through Seaport, full of efflorescence. And then, we will go to the island of Manhattan with its bold and sophisticated Nolita. We will finish our chromatic and sensory journey in Detroit, with the always elegant and characteristic Corktown. Silestone's 5 new colors are inspired by concrete. It's a material capable of instilling emotions through its textures, finishes and shades, thus creating a new relationship between people and objects. A new soulful identity has been born from an original material. Let's get started.

05/CORKTOWN  
A NEW OLD CLASSIC





# 01/CAMDEN VIBRANT & POPULAR

LOFT SERIES



## CAMDEN IS MADE FOR LIVING LOVING

Camden reminds us of noodles. It sounds like 80s punk. It speaks a thousand languages. It dresses eclectically and it is home to hundreds of emerging artists. Posters and ephemeral works of art are part of Camden's history and decorate its exposed brick facades.

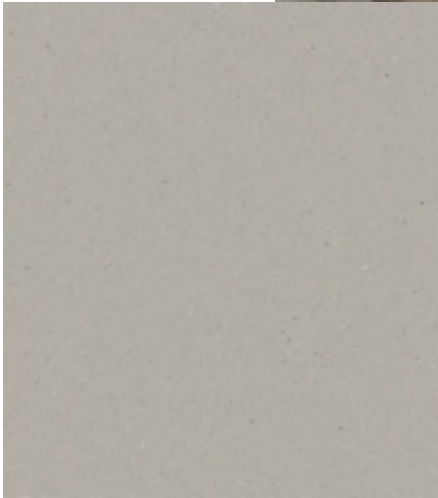


Colorful shops and façades brighten up the neighborhood's industrial brick buildings.





Rusty tones, steely shades and the wear-and-tear of living spaces have inspired Camden. A soft, delicate, homogeneous gray, with a fine grain and a very subtle white veining, Camden is cement gray. It is a versatile, adaptable color, easy to incorporate with any decoration thanks to its homogeneity. Perfect for everyday decorations.



Wood, metal and bright colors together create Camden spaces full of vitality.

LOFT SERIES





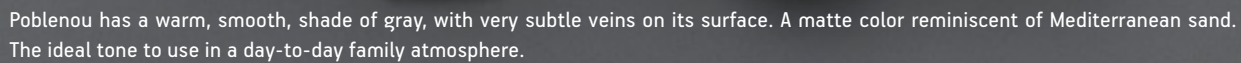
CAMDEN IS THE  
EPICENTER OF  
COLORFUL AND LIVELY,  
EVERYDAY SPACES

Camden is perfect for young spaces designed to inspire creativity, places full of energy with urban materials: shiny metals, hard-wearing and casual fabrics like denim, imaginative surfaces and vivid colors, that contrast with integrity. Camden's tone has a wide chromatic variety and recreates very different atmospheres.

LOFT TREND GUIDE







# 02/POBLE- NOU ME- DITERRA- NEAN FLA- VORS



Two of the hallmarks of Poble Nou.

## POBLENOU IS MEDITERRANEAN WARMTH

Poble Nou was the epicenter of the industrial revolution in Barcelona, an area on the Mediterranean coast that grew exponentially in the height of progress. Its contrasts have become the main attraction for locals and travelers. Poble Nou has Mediterranean warmth, with an industrial appearance. It is cosmopolitan, yet suburban. It is family friendly and multicultural. You can have vermouth, noodle soup, tagliatelle, poke, or fuet sausage all in the same neighborhood. Its old industrial buildings have been turned into fabulous lofts surrounded by art galleries, bars, *pop up shops*, corner shops and emerging businesses. Bikes move freely around its wide streets. You can attend an exhibition and then go shopping at your local shop. Its charisma has inspired the creation of a bright and lively shade of gray.





LOFT SERIES



## WELCOMING ATMOSPHERES IN CONTACT WITH NATURE

The vitality of Silestone Loft Poblenu encourages the use of natural materials to enhance its decorative possibilities, integrating natural beauty into any interior design. Objects made from handcrafted materials and fabrics combine perfectly with this warm tone, which invites you to create spaces with soft wood and pastel shades, harmonious and ready to reflect natural light.

LOFT TREND GUIDE



Fabrics, handcrafted materials and natural elements are the perfect match for Poblenu.

# 03/SEAPORT OLD INDUS- TRIAL NAVY



SEAPORT IS  
ALIVE, FULL  
OF HUES & SOUL

Visiting Seaport is like traveling through time, back to an era when maritime trade was the key player in a small but crucial area for the economic future of New York. Many of its buildings still retain the essence of the

19th century. Its low buildings with exposed bricks, worn concrete and characteristic wood from the docks form a chromatic range that inspires this Silestone dark gray.



Seaport is a complex gray full of possibilities. It recreates a dark cement color with a worn charm. Its hazy white shade invites you to explore different atmospheres. It is an eccentric color, with personality, ready to satisfy the most demanding preferences.







Seaport combines perfectly with ocher and blue tones reminiscent of the sea and times of old.

SEAPORT IS A WELCOMING  
PORT, WITH ELEGANT MATERIALS  
AND PERSONALITY

Seaport compliments all kinds of wood. It matches materials reminiscent of worn leather, shades between ocher and dark brown. It is a perfect color for intimate spaces, interiors where upholstery, blue and smoked glass play a major role.





LOFT SERIES

SILESTONE  
LOFT COLLECTION

01/Camden 02/Poblenou  
03/Seaport 04/Nolita  
05/Corktown.





Soft wood, geometric elements and natural stone form the Nolita universe.

Nolita is a white color with interesting variations of neutral gray tones. It goes especially well with open spaces, where purity and calm are sought, walking hand-in-hand with art and avant-garde.

# 04/ NOLITA SOPHIS



## TICATED YOUTH

### NOLITA IS THE PAST, PRESENT AND FUTURE

Nolita was avant-garde before it was given that name. It was avant-garde when it was part of Little Italy and when it unsuccessfully tried to join Soho. In the mid-90s, NOLITA found its name (North of Little Italy), and its identity. At last, the elements that made it unique shone through. Each

a unique place, totally different from each other. First, we have to mention Saint Patrick's cathedral (1808). Then, the Puck building, which was the long term home of Puck magazine, the first successful magazine of humor and political satire in the United States. And last but not least,

the New Museum, a building in the shape of a huge sugar cube, home to exclusive contemporary works of art. Its authentic and revolutionary streets differentiate it from the surrounding neighborhoods. With this historical background, we have created our own Nolita.



NOLITA CREATES CLEAN  
SPACES AND SOPHISTICATED  
ATMOSPHERES

Nolita enhances the cleanliness and calm of minimalist designs. It is a color that works well with glazed, transparent spaces, full of pure geometric shapes. And by adding light wood and bright tones, we can create sophisticated, artistic atmospheres. Nolita's brightness favors the use of natural stone with very strong textures, such as granite.

Open and bright spaces  
where colorful and unique  
features stand out.



LOFT SERIES



# Ø5/CORK- TOWN *NEW OLD*



LOFT SERIES

## CORKTOWN IS FULL OF LIGHT AND SHADE

Corktown grew up amidst steam, pistons and the sound of engines. It soon became the pretty girl of the American dream. It was, metaphorically speaking, Miss America. It was successful, it was booming. And then.... disaster happened. Even so, a few decades ago, it came back with a renewed beauty and an interesting and intellectual old style. It is worth walking by the Fox Theater or the Michigan Central Train Depot to imagine its former industrial splendor.



Corktown evokes and embraces past glories, but with a new, more mature and relaxing atmosphere.



Golden and dark-brown wood tones and glass belong to the particular universe of Corktown.

Corktown was inspired by the light and shade of Detroit's most legendary neighborhood to create the most intense black in the series. Elegance is the key to this black tone with subtle brown touches and an extra matte finish. The result is reminiscent of surfaces that have experienced the passage of time. Ideal for exclusive and mature environments where everything counts.

Corktown is reminiscent of its past splendor, but with a new, more mature and relaxing atmosphere.

LOFT SERIES



ELEGANCE: MATURITY FOR  
SOPHISTICATED SPACES

Its deep gray is ideal to combine with aged materials, such as exposed bricks and subtle oxidized colors. Open-grained wood goes perfectly with Corktown to create elegant and mature spaces. Colors such as dark green, and deep-grained stone help establish the soft lighting that is characteristic of sophisticated spaces.









**LOFT SERIES 01/CA  
SEAPORT 04/NOL  
SERIES LOFT SERIES 01  
03/SEAPORT 04/NOL  
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03/SEAPORT 04/NOL  
SERIES LOFT SERIES 01**

CAMDEN02/POBLENOU 03/  
ITA 05/CORKTOWN LOFT  
1/CAMDEN02/POBLENOU  
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ITA 05/CORKTOWN LOFT  
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ITA 05/CORKTOWN LOFT  
1/CAMDEN02/POBLENOU

A large, faint, light gray watermark of a stylized house silhouette is centered behind the text. The house has a triangular roof with a chimney on the left side, a rectangular body, and a small square at the base.

# Introducing The New Silestone Loft Series with HybriQ™ Technology

 SILESTONE™

## HYBRIQ

TECHNOLOGY



POBLENOU  SERIES

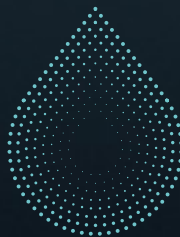
### More Natural. More Sustainable. Less Impact.

An innovative generation of surfaces with a **hybrid formulation based on minerals and recycled glass**. Its manufacturing process is fueled by renewable energy, 98% recycled water and Cosentino's philosophy of constant circular economy.

This new generation maintains the **25-year guaranteed quality of Silestone**.



**100%**  
Renewable  
energy



**98%**  
Recycled  
water



**MADE WITH**  
Recycled glass  
& minerals