

FOR IMMEDIATE RELEASE:

Media Contact:

Casi Morris

510.849.3272 x 205

cmorris@chengdesign.com



Fu-Tung Cheng, author of bestseller Concrete Countertops and the recent Concrete At Home

Fu-Tung Cheng & Cheng Concrete Exchange Go Vertical

Newest Training Program From Cheng Concrete Exchange

Takes Concrete Design to New Heights

BERKELEY, CA (July 2007) — Back by popular demand, Cheng Concrete Exchange held its one-of-a-kind training, “Design and Construction for Fireplaces, Islands and Architectural Walls,” June 18-22, 2007. Throughout the course, fifteen students — professionals based nationwide — furthered their education in the design and fabrication of exterior and interior formed walls, fireplace surrounds, interior water features, and kitchen islands.

This unique, 5-day advanced training was led by Fu-Tung Cheng, award-winning designer and author of best-selling books, *Concrete at Home* and *Concrete Countertops*. Known for his innovation and creativity, Cheng and his team developed this week-long training for the concrete artisan interested in the art of designing and building sophisticated kitchen islands, formed walls and fireplace surrounds. Highlights included observing demonstrations on casting wall sections, pouring and de-molding a complex island as well as a private tour of a Cheng custom-built concrete home that is nearing completion. At week’s end, this design intensive concluded with a design critique of student work conducted by Cheng himself.

“Concrete is a medium that is limited only by the mind’s imagination and the skill of the artisan,” said Arrot Donaldson, Owner of Concrete Countertop Creations. “I rate this school as the Harvard of pre-cast and design.”

With the increasing popularity of concrete in the home, this course readied the professionals in attendance. These artisans will return to their local markets prepared to meet the challenges of the “Post-Granite Age.”

“You’ve provided us with the tools to provide a superb design & product to our customers,” said Brian Creasy, owner of Coulee Concrete Designs, who came in search of inspiration and instruction for building his business as well as pre-cast concrete structures.

“As homeowners demand more, the professionals they hire will need to understand the importance of creativity in design and craftsmanship. Our students have a leg up because they’ve had an intense week of “Concrete At Home” hands-on exploration,” said Fu-Tung Cheng. “In keeping this training focused and classes small, we’re able to directly impart decades of experience in a short week and send students home with a confidence and clarity that will take their craft to the next level.”

Giving Back

Adding good deed to great work, the piece completed by this student group will be donated to Longfellow Magnet Middle School in Berkeley, California. A custom-designed concrete gardening island, complete with functional sink, will be incorporated into the school’s outdoor organic garden setting and ground-breaking academic program. More information can be found at www.schoollunchinitiative.org.

Training, Products & Design Ideas

This extremely popular training program will be offered again October 8-12, 2007. For additional information on this program, or for instructional products, Essential Workshops, Advanced Training Seminars, design ideas, or to become a Concrete Exchange Member, please visit www.concreteexchange.com or contact John Geluso at (510) 849-3272 ext. 217, or jgeluso@chengdesign.com.

###



Figure 1: Fu-Tung Cheng shares his knowledge with the class



Figure 2: The class tours a Cheng designed home



Figure 3: The class displays the completed concrete island