

CRLGTM

CRLG Brand & Enterprise
Our Story 2022

Our Story.

Join us in creating something remarkable.

Our story is one of raw beauty.



History & Vision.

Chris and I met in 2014 at a time when we were both disenchanted and conflicted by the material world around us. Having both studied and pursued various professional practices, academic endeavors, apprenticeships, and internships nationally and internationally, we expected to feel more fulfilled by the pursuit of knowledge and expertise in the fine arts and applied arts.

As late arrivals to the Generation X digital mindset, we understood what the technological revolution accomplished and what it left behind in its wake. Talking over coffee, we discovered that we were not alone. As we laughed recounting stores of fine art school, design school, and, Chris' graduate program, we easily saw that the way we work and live was in need of a little TLC.

The kind that exists...



Somehow the contrast between the way we were and the way we have become left more to be desired in both our lives. We found ourselves wondering what it would be like to do something about it; but what could be done? Clearly, the constant pursuit of efficiency and mass consumption threatened any potential market demand for higher quality at a time of more costly materials. This way of life enormously threatened the classic fine art and applied art process.

We wondered as sculptor and designer if it was possible to turn back time in pursuit of what we believed to be the best combination of ancient methods in a modern iteration. How could we do that? Is it even possible? If we start at the stone age, understanding rudimentary processes and raw materials, and then look at modernity, moving through the industrial and technological revolution, and study the arts, architecture, and resulting impressions, we begin to see the gradual shift in our thinking. It is like looking backwards and forward at the same time...standing still just long enough to decide where to go from here.

Against all odds...



So we did something about it. We then spent almost six years stumbling methodically through a re-invention and scaling process, blindly pursuing a new way of thinking about materials. Laughing over many of Chris' small batch home-brews, we endeavored to do the impossible and smile all the way.

In each small town that we lived in while trying to find the right place for us, we discovered something vital to our understanding of what it takes to rebuild our current culture. We found friends in unexpected places who helped shape our way of operating and helped us hone into our way of choosing materials for the built environment.

In 2016, we settled in LaGrange Georgia, a small southern town full of people who understand innately the value of making something with their own hands. They remember when tradespeople in the U.S. were highly regarded as experts in the days before the internet informed us of the best and most useful way to do things. We remembered together what it was like to listen to the experts.

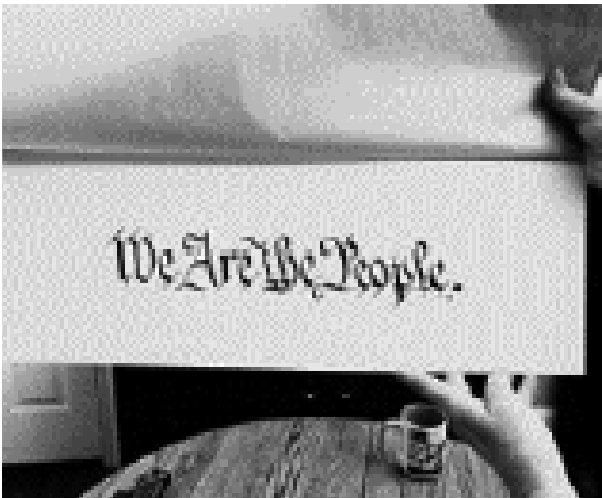
Just because it does.



So LaGrange is a full participant in our story. We may not always understand each other here in LaGrange but the nice thing is we don't have to; it's our differences that keep life interesting and makes us well-rounded. Politeness, kindness and openness are alive and well here. This town makes room for folks who consider the people around them, and embraces those that just need to be loved and supported. An environment like this gave us room to climb a steep learning curve into a baby manufacturing business.

If we had known back in 2014 what we were getting into, we may not have signed up for the journey that followed. But we did it anyway, so now we know it is right. Today more are signing up for this new way of thinking and working together.

It is not easy-- far from it. But it is so worth it.



“Laura, it’s not about the two of you anymore – it’s about all of us now – there are more of us – we are on the journey too.”

– Andy Fritchley, Atomic Energy

And as the odds...

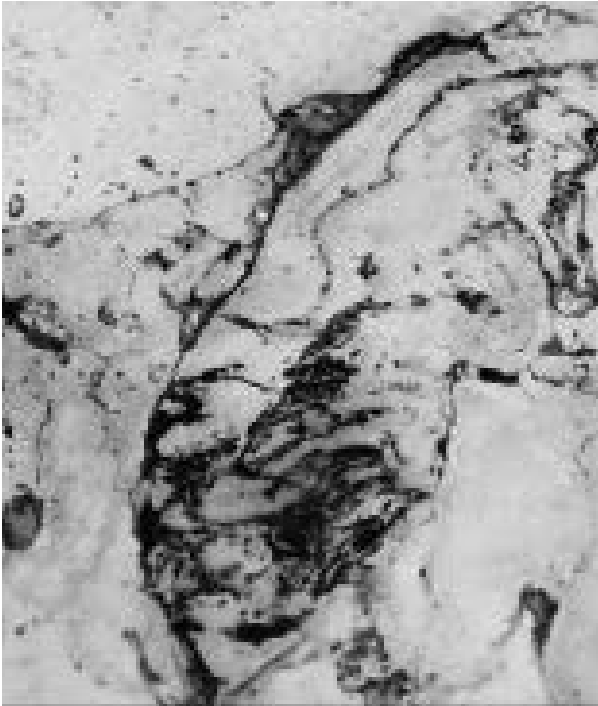
Purpose.

For years Chris and I wanted to live in a different continent because Europe and other places abroad have a balanced way of life that is more appealing than the ever forward fast pace race here stateside. That all changed one day when I realized that I was not doing anything about making life here better as a naturally born US citizen. One day while in Boston, I witnessed the return of a fallen soldier to his family. Up until then, I did not really appreciate the sacrifices that so many have made for me to be as I am. So instead of complaining about life as it is, I decided that if I wanted a new way, I had to do something about it. It is necessary.

Therefore our purpose is to garner the attention of all kinds of people, from the down and out to the most successful, and begin to talk about where we as a society can go from here. Our factory cannot make all things, but it can start a conversation about how to work together by using our latest and greatest tools and those archaic ways of working that have stood the test of time.

Studying the ancient ways in depth, we will see what is good and worth keeping from the ancient methods. If together we start rebuilding our way of life from the bottom up it may give us a better perspective on how to make this place we call home a little bit better.

Stacked against it...



Applications.

When we look at the built wonders of the world – the Pyramids, the Great Wall – and we take the time to see what is meant to be seen, we notice that they stand as they are. Nothing more...nothing less. We still admire them to this day even though they were built by hand through rudimentary methods of moving, cutting and combining natural materials.

Historically we built things to last and quality was the most important driver of their useful purpose. If by comparison we look at today's disposable building and replaceable material lifespan, we clearly see a need for balance. Nowadays, we fall short.

From the beginning...



Our materials are designed to fill the gap between antiquities and the current methods and materials. The goal is bringing patina and history back into the picture as a useful way of working. We use classic metal, wood, stone alongside our proprietary hand pressed stone material.

Through these materials we aim to educate people. We are saying that it is possible to produce materials that have the longevity and far-reaching quality of the historical objects we all admire. Our message is specially important to the contemporary architecture + design community and all their counterparts in the fine arts.



Over the past few years we have been in discussions with leading product experts as we sought a clear path to market. We also partnered strategically with vetted subcontractors and expert teams internationally to bring you products of the highest quality & integrity under the CRLG Enterprise. Now we bring you our product line.

Finally break way...



Our CRLG Brand + Enterprise consists of three major components:

Sculpture Practice LLC
Design Practice Group LLC
CRLG Manufacturing LLC

Our philosophy starts at the Stone Age and dives into what intrinsic beauty means in today's world.

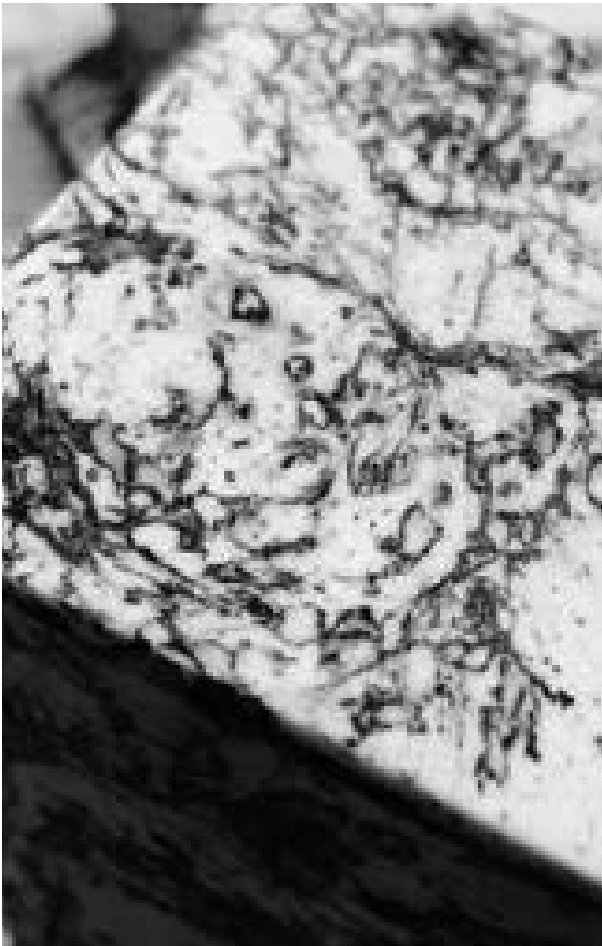
Our methods are an example of how materials can still be timeless, even in modern times.

Our hope is that you will join us in creating something remarkable.

“We are delighted with our CercaTrova® table top. It has the beauty of natural stone with the ability to control the colors and degree of variation. It lends an organic and highly personal feeling to our eating area. And we've found it's quite durable. We've received endless compliments!”

– Sue Boehlke Roswell, Georgia

We see together a new way.



Process & Product.

Our classic metal, stone and wood materials alongside our proprietary stone materials CercaTrova® & CT STONE™ are formulated to perform in the built environment. We spent years researching, testing and vetting them in multiple applications stateside. Because of the malleability and hand-made process of this material, it allows one's imagination to soar without restriction.

But then there is supporting that imagination. The stone materials have been used as custom products, lifestyle products and industrial materials. There are tile products, flooring products, fireplace surrounds, mantles, table surfaces, bar surfaces, wall cladding...The list can go on and on.

In 2015 we completed a loft in Tribeca matching reclaimed antique

“Please use our story, I hope will generate some business...Glad to hear the family is good... Very happy with our counters.”

– Columbe Nicholas New York, NY

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