# ARCHITECTURAL DIGEST HE INTERNATIONAL MAGAZINE OF DESIGN JUNE 2006



### <<DESIGN MASTERS>>

Special Advertising Section

## "I APPRECIATE THAT PEOPLE ARE ACKNOWLEDGING THE CRAFTSMEN OF OUR SOCIETY..."



THE METHOD TO MASTERY IS ALWAYS HARD-WON, But for Richard Carey, an artisan's artisan, plainspoken philosopher and astute businessman, it's actually set in stone. Carey, who founded Stone Legends, the 16-year-old Dallas-based source for cast stone designs, had an admittedly rocky time in school because of undiagnosed dyslexia. But, he says, "Every time I used my hands, I prospered." So he took that life lesson to heart.

Carey has a fabulist's perspective on wood and stone, the materials of the building arts: "They're the tortoise and the hare: stone is slow and wood is fast." Equally skilled with both, he found his passion (and his future) in the harder, more recalci-



trant, more ancient one, in part because it was in stone that he saw the greater opportunities-or, as he pointedly puts it, "If you want to get run over by the train, stand on the tracks."

Carey had divined a way to bring stone up to speed, focusing on cast aggregates rather than quarried blocks. This empirebuilding technique for handmade cementitious based stone, dates back to the Romans, and reduces cost while offering design flexibility, infinite both decorative choices and durability.

The businessman in Carey says, "With low-yield repetitions, you have to manage and design very efficiently. I took a rather fragmented craft and organized it into a profession using information technology." Today, Stone Legends offers custom manufacturing and more than 25,000 cast stone products including keystones, quoins, columns and benches, as well as design consultants, trade experts and skilled draftsmen on staff. The new 10,000square-foot indoor/outdoor showroom near Dallas' Design District is a showcase for the company's cut stone designs.

For Carey, though, performance, and the craft, has to come first, "I appreciate that people are acknowledging the craftsmen of our society and hope it continues." His sage advice: "Follow your passions, and if you don't have one, get one. Plus, keep the same phone number."



### www.STONE LEGENDS.com

### Call Stone Legends at 800-398-1199 for a 500 page full color product catalog.

Stone Legenth introduces the most cost effective and comprehensive way to fill year cast stone and set stone needs.

Price forecast include DWG & DSF for architects and designers.

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