

Stone Curators accelerates stone selection with bespoke ARCHITEXTURES collaboration

Stone Curators, a stone sourcing company founded five years ago, approaches its business with a technology-first mindset. Unlike traditional suppliers, Stone Curators combines global stone sourcing with cutting-edge digital tools to help architects find and visualise rare natural stones that perfectly suit their project requirements.

This unique approach required a powerful digital visualisation partner.

This is where ARCHITEXTURES came in.

Simplifying complex stone sourcing

Before developing their digital tools, the process of selecting and approving stone was slow, costly, and riddled with logistical challenges. Architects would wait weeks or even months for physical samples shipped from around the world. Multiple rounds of sample requests and mock-ups were common, often extending project timelines by up to a year.

Stone Curators needed:

- A digital tool tailored specifically for natural stone visualisation
- A platform both architects and salespeople could use easily, regardless of technical expertise
- An integrated system to expedite project approval and reduce the need for physical samples

"We weren't just selling stone. We were selling a complicated discovery and selection process. It was clear that technology had to play a central role to speed things up and reduce friction."

Mark Jadkowski,
Co-founder of Stone Curators



01.
BLUESTONE
- STAGGERED
COBBLESTONES - FULL
COLOR MIX - NATURAL
CLEFT SURFACE

02.
GRANITE - RAVEN
HILL - SPLIT-FACE
SEAM FACE SURFACE
- M749, ROUGH-
EDGE SQUARES &
RECTANGLES - DP082



Discovery and collaboration

Mark came across ARCHITEXTURES via a SketchUp plugin that closely aligned with Stone Curators' vision. While the tool didn't initially meet all their needs, it provided a solid foundation to build upon.

"Discovering ARCHITEXTURES was a game-changer. Instead of building from scratch, we could collaborate and tailor a solution that reflected the unique characteristics of stone," says Mark.

Over the course of three years, the teams worked together to develop:

- The Stone Designer: a robust, feature-rich tool enabling architects to digitally apply textures, patterns, and finishes
- The Visualiser: a simplified interface allowing clients and less tech-savvy sales reps to explore stone options easily
- Seamless website integration, ensuring easy access to digital assets



Impact and results

Accelerated project timelines

"By enabling architects to digitally experiment and render stone options early, we've cut the selection and approval process from up to a year down to just 1 to 4 months" says Mark.

Improved user experience for all skill levels



Even internal salespeople with limited technical backgrounds quickly adopted the Stone Designer, while clients and team members benefitted from the intuitive Visualiser tool.

Reduced shipping and waste from physical samples

Digital visualisation eliminated many costly and time-consuming rounds of physical samples and mock-ups, saving money and speeding up decision-making.

A competitive technological edge

Stone Curators now enjoys a unique position as a tech-forward firm, supported by in-house engineers who have built extensively on the ARCHITEXTURES foundation.



"We aren't just a stone company with a website. We are a technology company that sells stone. Our partnership with ARCHITEXTURES has been essential to bringing that vision to life."

Mark Jadkowski,
Co-founder of Stone Curators





03.



04.



05.



06.

03.
GRANITE - RECLAIMED
CURBSTONE BLEND -
SPLIT-FACE SURFACE
- M1103, ROUGH-
EDGE SQUARES &
RECTANGLES JUMBO -
DP08

04.
PORPHYRY -
RECLAIMED EUROPEAN
COBBLESTONES -
WEATHERED & WORN
SURFACE - M267,
COBBLESTONE
HERRINGBONE PATTERN
- NARROW SIDE UP -
DP055

05.
T1403 - RECLAIMED
GRANITE - COOL
COLOR MIX -
FOOTWORN SURFACE -
STAGGERED PLANKS

06.
LIMESTONE -
IMPERIAL WHITE
ASHLAR

Looking ahead

Stone Curators plans to continue evolving its digital tools to further streamline architectural workflows and enhance customer engagement, confident that its tech-first approach will keep it ahead in an industry that’s traditionally slow to change.

Would Gimmersta recommend ARCHITEXTURES?

“Absolutely! ARCHITEXTURES gave us a critical head start that few stone companies could match, and that’s a lasting advantage. It has been a truly collaborative effort. And best of all, the costs are dwarfed by improved sales. I cannot recommend ARCHITEXTURES more highly.”

Mark Jadkowski,
Co-founder of Stone Curators

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DESIGNER](#)