



Industry

from
ORNAMENTAL
to
FUNDAMENTAL

Mark Marynick leads Casci Plaster into the future

Story by Victoria Larroca

Photography by Justin Clemons

The History of Casci Plaster

1930 | Casci Plaster founded by Italian immigrant **GIOVANNI PRIMO CASCI**

1972 | Casci sells to **JAN AND ROYCE RENFRO**

2016 | **MARK MARYNICK** and **PORTER FUQUA** visit the Renfros to express ownership interest

2016 | **RENFROS** agree after developing a bond with the two

2017 | **MARK MARYNICK** becomes sole owner in late 2017

Mark Marynick, armed with an MBA from Southern Methodist University, a certificate from the Harvard Graduate School of Design, and a deep, abiding passion for art, commerce, people, architecture and manufacturing, has proven these tools were just what he needed to lead the plaster craft into its next iteration.

Much of his studio's current techniques and attention to detail remain true to Mr. Casci's original vision. There have been some slight changes and advancements to materials in the mold-making process but for the most part, Marynick says, not much has changed.



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WHO, WHAT AND WHEN

Casci's typical client is someone who values exceptional product quality and understands the investment they are making. Thoughtful ornamentation can significantly improve the feel of a space and make its beholder feel something special.

Very often, this solution is not the lowest cost, so Casci's solid reputation plays a role in persuading customers and clients. Plaster is not an area to skimp.

"It's the frosting on the cake," Marynick says. "And you can't have the frosting cracking or falling off the cake."

In an ideal world, Marynick and his team are called into a project in the very first phases – well before construction has begun. This gives them time to hone the design and prepare. (There are cost considerations if this step is done later because other trades are affected.) When things start getting serious with the project, they bring the homeowner to the shop to better understand their investment. Typically this gets them excited, as it becomes easier to visualize their own home taking shape.

"A lot of the end product relies on diligent, meticulous craftsmen working together with builders, homeowners, architects and designers."

LEFT Ornate work from Casci. TOP Mark Marynick gets his hands dirty daily in the studio. RIGHT 3516 Lexington Avenue, represented by Julie Boren. See more on page 12.

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BELOW The beams of the formal living room at 4412 Lakeside Drive make a great case for using plaster instead of wood, due to the long-term stability of the product. This home sold in November 2017, and was Lakeside Drive's highest sale in the last decade. **LEFT BOTTOM** Ornate work from Casci. **RIGHT TOP** 3516 Lexington Ave., represented by Julie Boren. See more on page 12. **RIGHT BOTTOM** Fiber is mixed within the mold for strength and support.

THE DESIGN PROCESS

Usually the process begins with an architect or designer drawing up plans. At the very least, they have photos of inspiration. They visit Casci, take a look around the shop, and then prepare for shop drawings or sample making. The very talented designers at Casci – including the famous wood carver and artist, Paul Labadie, who recently joined Casci as director of design – are highly adept at translating ideas visually.

There may be minor revisions – some aesthetic and some around engineering and installation issues, but once a pattern is approved by all parties, the mold is made.



“Plaster work is the punctuation, not the language.”

BENEFITS OF PLASTER OVER WOOD

Unlike wood, plaster is a very stable product. Wood by its very nature, shrinks and swells with temperature and humidity, revealing its joints whenever the weather changes or the foundation shifts. Plaster does not have grains that were intended to carry water and nutrients, and does not shift, shrink, swell or move like wood. Plaster also requires less maintenance than wood or resin trims. When doing large cornices and trim requiring more than three or four pieces of crown, not only would you have fewer seams with plaster, but you might only have to circle the room once to install. Whereas with wood, a carpenter might have to circle the room four, five or even six times, driving the cost up.

Not to mention plaster is very environmentally friendly.

“Another thing to note,” Marynick says, “is that quality wood is becoming more difficult to find and more expensive to buy. Plaster is a competitive option.”

“Plaster is evolving to have more widespread appeal than to just traditionalists.”

Casci designers recently completed a modern take on an Adam-style fire surround, and it was a huge success with the homeowner.”

Special thanks to Mark Marynick & Casci Plaster



casciplaster.com

