

Photography collection for the next chapter

Measured Right. Built to Last.



DIRECTOR REVIEW · OCTOBER 2026

1,675

archive files

367

selected images

58

launch collection

309

content reserve

A visual library shaped around the company’s confirmed work: the supply and installation of granite, marble and quartz. The collection supports a focused website launch while retaining enough variety for future project stories, educational articles and recurring social content.

01 | The selection

The archive contained 1,675 files: 1,644 could be visually screened and 31 were unavailable or unreadable in the review workflow. The 367 chosen images are grouped into 16 visual themes. Each appears once as an unchanged master; possible uses are recorded as tags, so a single photograph can serve several future formats.

What makes an image useful

Service relevance — Visible relationship to stone supply, fabrication or installation within the current granite, marble and quartz scope.

Technical and visual quality — Clarity, framing, lighting, surface detail and suitability for a web crop or social format.

Variety and coverage — A deliberate mix of finished applications, materials and process; near duplicates were reduced.

Story potential — Ability to support a project feature, material explanation, design theme or craftsmanship narrative.

Context confidence — Images with uncertain source, material, company role or consent remain review candidates until verified.

Two editorial tiers

Launch collection — 58. The first set to review for the homepage, service pages, material pages and opening weeks of social communication. 52 are strong visual candidates awaiting project or material verification; six are held for source, people or sensitive-project review.

Content reserve — 309. A broader bank of applications, details and process imagery for ongoing articles, gallery growth and future campaigns.

Image condition. 357 have no obvious edit need at screening scale; ten warrant a crop or cleanup review after selection approval. All 367 still need the relevant facts and usage rights checked before publication.

The collection is organised by visible subject rather than an assumed stone type or an unverified claim that every scene is a Shanghai project. Furniture and terrazzo are not presented as current services.

02 | Visual coverage

The larger categories offer breadth for repeat storytelling; smaller categories preserve distinct applications without padding the selection.

Dark Kitchen Worktops	34	Light and Patterned Kitchen Worktops	34
Kitchen Islands and Peninsulas	22	Bathroom Vanity Tops	27
Interior Staircases	36	Exterior Entrance Steps	24
Floors Verandas and Paving	20	Slab Stock and Yards	40
Material Veining and Surface Details	35	Fabrication Handling and Delivery	20
Installations in Progress	24	Memorial Stone Applications	37
Wall Cladding	3	Window Sills and Ledges	4
Landscape Stone Applications	4	Specialist Tops and Fittings	3

Where this collection can work

Website: homepage, service and material pages, project gallery, process section and article imagery.

Social: finished installations, material details, educational graphics, project stories and campaign backgrounds. A future rhythm of roughly two to three posts per week can draw from the reserve after facts and permissions are confirmed.

Channel fit: Facebook, Instagram, Threads, X, TikTok still sequences, Pinterest, the company LinkedIn page and verified director commentary; selected local project images can support Google Business Profile and relevant Microsoft/Bing listings.

Article reserve: 10–20 potential topics across slab selection, worktop design, vanity specification, stair details, exterior steps, surface patterns, handling, installation stages and material care.

03 | Approval and next steps

The gallery is designed to make the next decision simple: identify the photographs that best represent Shanghai, then add the facts needed for confident publication.

1 Confirm the launch choices

Mark preferred and rejected images by photo ID. Choose the homepage hero and strongest examples for kitchens, bathrooms, stairs, materials and process.

2 Add project knowledge

Confirm which images show Shanghai's work, what the company supplied or installed, and the actual material and location where those details will be stated.

3 Clear use and consent

Confirm image rights and any permission needed for people, clients or sensitive sites. Memorial imagery receives a separate privacy review.

4 Produce publication assets

After approval, prepare agreed photo edits, branded graphics, platform crops and the first editorial schedule.

A useful decision from this review

Approve the visual direction and shortlist by ID, and flag any image or category that should not appear publicly. The launch collection can then become the first website image set; the reserve remains organised for a longer programme.

Open the companion browser gallery to inspect all 367 photographs at full size.