

# MAGAZINE

LIFESTYLE SOLUTIONS

1/2021

RAK-JOY UNO

RAK-FEELING | RAK-ILLUSION

RAK-PLANO

RAK-VARIANT

RAK-DES

PUSH PLATES

RAK-PETIT

KITCHEN SINKS

MATERIALS

# RAK

CERAMICS

 Dubai Downtown, UAE

At RAK Ceramics we help to create icons, we help to build marvels and our products feature in some of the most iconic buildings in the world. We are known for our wide product range and our ability to produce bespoke ranges for both small and large scale projects, enabling our clients to bring their ideas to life. We respect, we inspire, we improve, we deliver; no matter the ambition, no matter the challenge, at RAK Ceramics we take care of all the details, however large or small, so you don't have to. Our passion and expertise combined with this careful attention to detail enables us to provide you with a wide range of integrated ceramics solutions, allowing you freedom to be creative and plenty of room for imagination.

TALENT,  
EXPERIENCE AND  
IMAGINATION,  
BUILD MARVELS.

#LIMITLESS

**RAK**  
CERAMICS

# THE WORLD'S LEADING CERAMICS LIFESTYLE SOLUTION PROVIDER

For over 30 years RAK Ceramics has been helping architects and interior designers create icons. It provides sustainable materials that inspire ideas, shapes and hues designed to freely express any style. Unique and inspiring products that realistically resemble natural materials, with unlimited choice. Its passion and expertise combined with a careful attention to details enables RAK Ceramics to provide designers and end users with a wide range of integrated ceramics solutions, allowing their freedom to be creative and plenty of room for imagination.





## One, like no one

Functional, elegant, spacious and modular, RAK-Joy Uno is the natural evolution of the successful story of RAK-Joy. A minimalist design that will enhance the style of your bathroom, by giving you a one-drawer only contemporary solution. RAK-Joy Uno is the new RAK Ceramics bathroom furniture range, designed to move the style of your bathroom on to a higher level. Innovative, high-quality and with exceptional details, RAK-Joy Uno is also available in 5 different finishes. Fully compatible with the washbasins, suitable for the existing RAK-Joy range, it can be combined with the new RAK-Joy mirrors and with all the RAK Ceramics countertop solutions.



**Mirrors and lights.** Adding an edge to bathroom spaces with decorative mirrors and lights. An essential piece for every bathroom, the mirror and light collection comes in different sizes and shapes, with options of integrating with cabinetry or installed as is.

**Innovative materials.** All particleboard and MDF used in RAK-JOY UNO, comes from responsible sources FSC certified, respecting the forests, the people and wildlife who call them home.

All external LAMILAK and TECHWOOD surfaces are made from recyclable PET or PP materials.

Well-organised interior spaces, modern lines, unique details and high quality standards make RAK-JOY UNO the ideal choice for your bathroom.



RAK-JOY & RAK-JOY UNO FINISHES







## Creativity at the top

RAK-Plano countertop surfaces combine elegance, durability and practicality, transforming your RAK-Joy or RAK-Joy Uno vanity unit into one of the most versatile accessories at the service of your design projects.

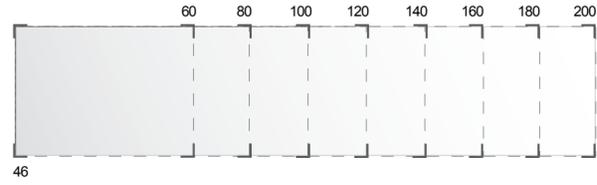
Available in 3 different TECHWOOD finishes and in our innovative matt white RAKSOLID material, RAK-Plano is a one-piece vanity top, without joints that can be drilled and cut (if necessary) directly on site, allowing you the greatest freedom in positioning the washbasins and mixers.



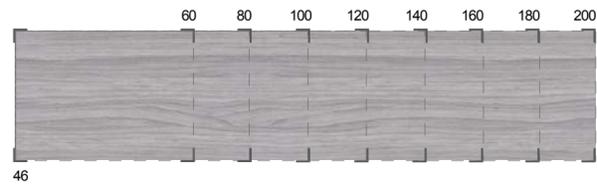
# RAK-PLANO



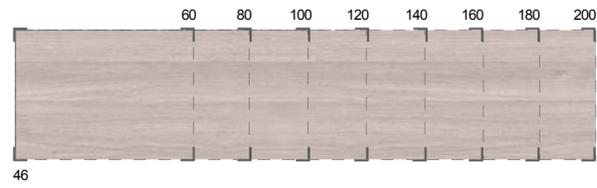
RAKSOLID



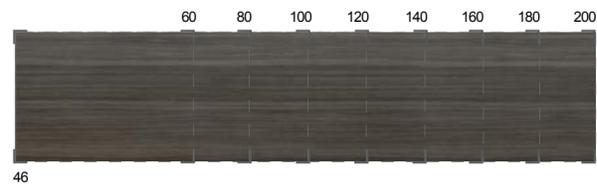
TECHWOOD - SCANDINAVIAN OAK (SOK)



TECHWOOD - GREY ELM (EGY)



TECHWOOD - MOKA WALNUT (MOK)



RAK  
CERAMICS

MATT WHITE (500)  
(RAKSOLID)



RAK  
CERAMICS

GREY ELM (EGY)  
(TECHWOOD)

RAK  
CERAMICS

SCANDINAVIAN OAK (SOK)  
(TECHWOOD)



RAK  
CERAMICS

MOKA WALNUT (MOK)  
(TECHWOOD)



#CONTEMPORARY

*Form follows function*



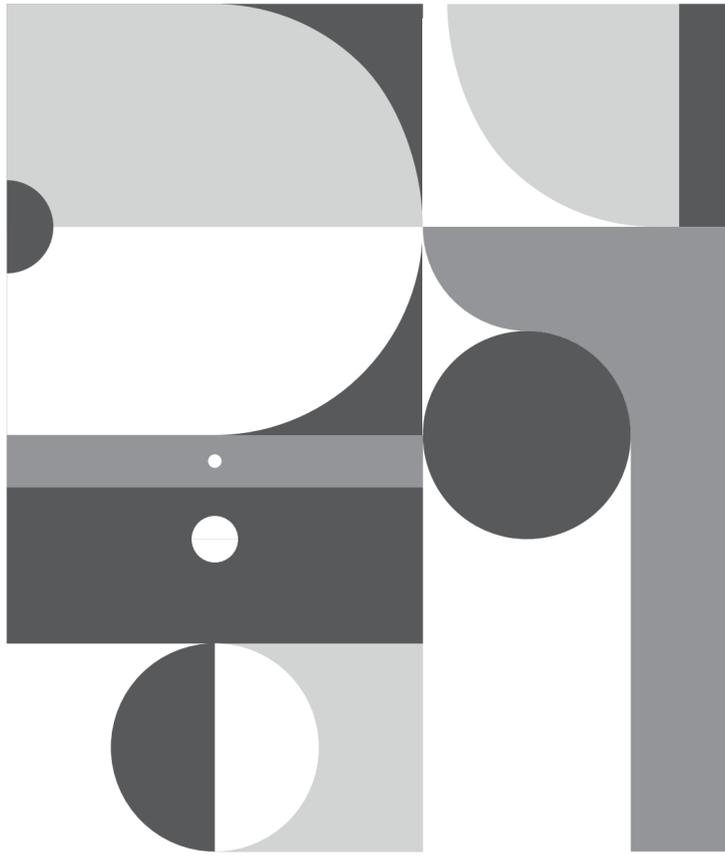
# Form follows function

RAK Ceramics pays tribute to the Bauhaus school.

This maxim by the Architect Louis Sullivan is a principle of design associated with late 19th and early 20th century architecture and industrial design in general, which states that the shape of an object should primarily relate to its intended function or purpose. The same principle is followed by the new concept suite RAK-Des, that pays tribute to the minimalistic style of the Bauhaus school.



# RAK-DES



RAK-Des is a new concept bathroom suite that pays tribute to the Bauhaus school by which it is inspired, on the occasion of the centenary of its foundation (1919). RAK-Des includes bowls and freestanding washbasins with the essential minimalist lines. The rectangular washbasins of this collection can be installed suspended, individually, or combined with the RAK-Joy vanities.



Wall hang, countertop or freestanding: chose your favorite RAK-Des washbasin, combine it with RAK-Precious surfaces and with RAK-Joy furniture, or chose the metallic legs and enhance your bathroom with the matching accessories.





Giuseppe Maurizio Scutellà was born in Alcamo, Sicily. When he was one y.o. his family moved to Lumezzane, an active industrial centre of Lombardia, where he grew up and completed his scholastic formation, graduating as industrial expert mastering in mechanics, widening his technical knowledge, keeping collaborations with high tech fields on the territory. For 12 years he was the senior Project Tech designer of die-cast and plastic moulds, creating pieces and technicals for important companies such as Kawasaki, Ducati Bonfiglioli, Sylber, Metalwork, Gaggia, Mercedes, Fini, Prisma, Tronconi, Artemide. For other 14 years, while he had a role in the Research & Development field for Mepra S.p.A., he started an important collaboration as a household designer with Pandora Design, UnitedPets - and more recently with Bialetti Industrie - for the inox and high tech plastic parts. His collaboration with Artemide starts in 2008 with "Pierce" (Good\_design 2008, Red Dot Award 2009, IFF Design Award 2010) and further develops in 2011 with "Alcatraz", LED floor lamp.

Together with RAK Ceramics, Giuseppe Maurizio Scutellà presents the project RAK-Cloud (2018) and RAK-Petit (2019).



## Meeting...

### Giuseppe Maurizio Scutellà

**Your products consist of essential forms and minimum formal interventions, how do you approach a new project?**

It depends on the project, the company and the context. I do not adhere to a predetermined method, nor do I follow fixed guidelines. As Gae Aulenti once said, I try to ask the right questions: my proposals often stems from the quality and, sometimes, from the irrelevance of such questions. Though I'm extremely attracted to form, the latter arises precisely from this approach, and consequently I do not adopt a predetermined "style", but rather I assert my choice of not having one, even though, at least to some extent, this approach is born of a personal sensitivity.

**You have designed products for leading firms in the field of design, what does it mean to work for a major company?**

A great opportunity for growth, prestige and dialogue, and at the same time a great responsibility. Working with major companies that have a rigorous, and necessary, industrial mindset means having to develop many proposals and engage in research that may very well yield no results right now, and possibly not even in future. It's a bet, sometimes you win, sometimes you lose, but you still should take it up, especially if you are a professional who believes in, and loves, what he does: to sow a thousand seeds and reap one (I assure you this is not a slogan).

The misconception that a more or less famous designer can be chosen by a major company and adopted for goods is only partly true, and the arrangement will not last long if you do not obtain the desired economic returns or media response. I think that for a good designer the challenge lies in being able to express his vision, instead of just doing the assigned homework, while keeping in mind that the entrepreneur is not a patron of the arts.

Your work must generate profit for the company that invests in your proposal, pays the costs of the necessary investments and the persons working at various levels within the company. Having worked as an employee of industrial realities before I started working free-lance makes me very aware of this aspect. Then comes the **realisation** that any object your produce will have an impact on society, and hence the qualifier "industrial" that precedes the word design is not just a quirk, rather it is a reminder of an attention and a responsibility you should never lose sight of.

**You work on heterogeneous projects, ranging from lighting to bathroom fixtures. Is there a distinction between these different areas, or is the method you use always the same?**

My approach has always consisted of feeling passionate about the themes proposed to me. Being passionate means to be willing to take a closer look at issues that sometimes will be unusual, and to try and find new, original ways to interpret them, in coordination with company persons who, on account of their job or their capacity, are in charge of the project. I am fortunate to collaborate with different realities: international brands with very high turnovers, that are leaders in their respective segments, iconic companies whose names are tantamount with design at world level and craft firms that are very small but have great potential.

Despite the fact that they are so different, all these realities require the same passion, the same dedication. Needless to say, I have some favourite themes, but ultimately what I like best is the blank sheet where the first pencil stroke may become anything: a small childish rite I adopted as a kid and has always made me, and still makes me, happy.

**Where is design heading for today?**

Minimal-decorative-pop-emotional-sensual-sustainable-analog-digital, that is to say, everything and the opposite of everything. It being the mirror of society, at this point in time, design enjoys a wonderful opportunity for anarchy and freedom. We are living in a historical period characterised by a melting pot of cultures, new languages that are complex and often overlapping.

The word "style" has acquired a more *sfumato* and less rigid acceptance than in the past, and culture and design follow closely in the wake of this approach. I hope that design as such, i.e., as an expression of man's activity, may return to a vision where mankind retains its centrality in a new renaissance humanistic vision.

# Small on space, big on style

RAK-Petit is the second chapter of the successful collaboration with Maurizio Scutellà. A transversal collection of small washbasins designed for architects and interior designers who address the theme of small spaces: with minimal shapes and small dimensions, RAK-Petit is perfect for small but special bathrooms and for furnishing elegant public spaces. The collection includes deep-based washbasins that can be installed alone or compatible with RAK-Joy vanities for home use and freestanding washbasins for representative or public bathrooms.





#REVOLUTIONARY

# Dream in colour

Imagine your ideal bathroom where quality and harmony merge with functionality to give you the utmost comfort and then imagine it in colour. RAK-Feeling is the complete collection of shower trays and washbasins, water closets and bidet, made with innovative materials and coordinate colours to perfect your moments of relaxation in a total look ambiance.



# RAK-FEELING

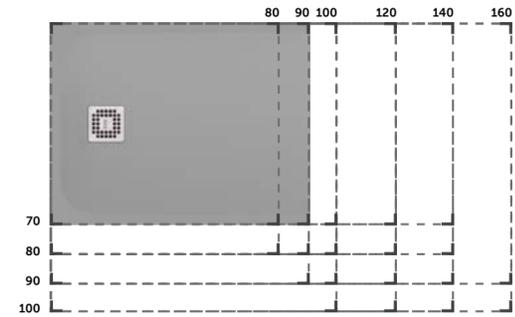




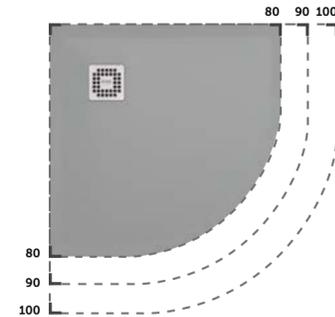
BATHTUB REPLACEMENT



RECTANGULAR



QUARDANT



INSTALLATION VARIANTS

FLUSH TO FLOOR

SEMI-RECESSED

ON THE FLOOR



RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS  
MATT WHITE (500)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS  
MATT GREIGE (505)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS  
MATT CAPPUCCINO (514)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS  
MATT GREY (503)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS  
MATT BLACK (504)



# A kind of magic

Amazement is a great sensation of wonder, brought by something unexpected. This is exactly the base of RAK-Illusions' design. Lines so light it creates an impression of suspension, its surprising details and unique character can make the bathroom a magical and unexpected place.



Launched in 2019, RAK-Illusion is one of the most successful new RAK Ceramics collections. The innovative shapes make it suitable for any style chosen for the bathroom and create a surprising effect. Perfect when combined with stone, concrete or resin effect coatings.





Milan, ITALY

#GREENARCHITECTURE



Daniel Debiasi and Federico Sandri founded their own design studio in 2010 and work within various fields of design, ranging from objects to spaces. Multiple experiments and the relationship between manufacture and craftsmanship form the basis for a much broader thinking, where objects are always considered as part of a bigger picture. They have created work for Antoniolupi, Lema, Ligne Roset, Normann Copenhagen, Offecct, Rosenthal, Stelton, Villeroy & Boch among others. Many of their projects have received international design awards and are featured in publications worldwide. In addition to their work as designers, they regularly teach, hold workshops and lectures at various institutions including IUAV Venezia and Politecnico di Milano.

Together with RAK Ceramics, Daniel Debiasi and Federico Sandri present the project RAK-Variant (2019).

## Meeting...

### Daniel Debiasi & Federico Sandri

**You are not new to the design of solutions for the bathroom: what makes Variant outstanding? It seems that you wanted to create a range able to fit in any aesthetic and cultural context. What was your idea?**

DD: As we do with all our projects, also for RAK Variant we had to manage different inputs to merge them into a single idea. First of all, we wanted a range of products with a formal synthesis that would make them suitable to different environments, such as residential, hospitality or public spaces. Therefore, we worked hard on the balance between the expressiveness and the silence of an object, looking for both personality and quietness in the product. Today people consider very carefully the objects with which they want to live and, in our opinion, we prefer to spend our time with less invasive objects. Another field we wanted to explore with this project was that of ceramic, a universe we have always loved. It is a difficult yet charming material that requires industrial production as well as considerable manual skills. In the production of Rak we have tried to express these qualities through precise geometries, ultrathin thicknesses, sober surfaces. We are very happy with the result: 25 simple washbasins, balanced but with character.

**How would you define your design philosophy? What stimulates your creativity and how do you turn it into a product?**

FS: We would define it as varied. Not all projects are born the same way: sometimes the departure point is the desire to express an idea, sometimes we wonder about the relationship between space, people and objects, sometimes we are fascinated by a certain material or technology that leads us to imagine its application. At a later stage, we also get to the formal aspect which should not be neglected, of course, but we are not obsessed with a specific language. To put it simply, we often find ourselves connecting the information we receive with our experience to summarize and reorganize it all, (hopefully) making it tangible. Coming to our inspiration, we think that everything may be useful: we often observe behaviors or situations — daily life is very important, like any other experience such as travels, people, places. All this is translated into suggestions that sometimes we, even unconsciously, reuse when thinking about a new project. In addition to inspiration, there is also a lot of hands-on work: study, research and endless quarrels between us!

**Is there a leitmotiv in your projects?**

DD: I think that the word that better describes our design is «balance», as we have mentioned earlier: balance between personality and discretion, simplicity and complexity, industrial precision and workmanship. I know that our work, simplifying a lot, often consists in carefully balancing different aspects that are often antithetical. We often wonder about the relationship between what we design and the surrounding space as well as the relationship that people may establish with our products. We like to think that every project is able to evoke a memory, to pull out a smile or maybe start a chat.

**Has there been a division of roles between you two since 2010? How have your relationship and your design method evolved?**

FS: When we work on a product, we are quite equivalent, although we may have a different approach, and it is fun to notice that we often reach the same conclusion despite following different paths. At the beginning, we hesitated to tell each other our ideas for a project but now we feel free to criticize each other's work. Perhaps we have aged badly! However, we believe that genuine dialogue can only be beneficial to our projects. On the contrary, when moving to other fields, such as art

direction, graphic, interior and exhibit design, each one has his favorite activities, but, in the end, every project is the result of the work of both. One thing that keeps changing is our workplace: I used to live in Verona and Daniel in London; now Daniel has moved to Bolzano and I am in Bergamo. Of course, we meet often, with our clients or at the IUAV, where we teach, but our typical day begins with a black coffee and a good morning on Skype, where we stay connected until the evening, arguing and developing the projects we are working on.

**What do you think about the bathroom? And how is it changing, in line with the changes taking place in the contemporary home?**

DD: We think that the bathroom has bridged the gap with the rest of the house, also thanks to a small number of farsighted entrepreneurs and designers. At home it represents intimacy, a space for oneself, while in the hospitality sector it performs an important function that characterizes the overall experience, often going beyond the usual four walls. That's why both end users and designers are very attentive to the configuration of this space: it is not about performance and aesthetic anymore; now other values, often belonging to the emotional sphere are at stake.

**Is there an adjective with which you like to define your design?**

FS: Since increasingly more colleagues talk about simplicity, we would like to use the adjective «empathetic» if it has not been used yet! (they laugh, ed.)

**This year your practice turns ten. Let's take stock of these years. What were your biggest challenges? How will you celebrate?**

DD: If you say it like this («ten»), it seems like they are many, and they took us unawares, because being lucky enough to spend our days doing what we like is a bit like living in a soap bubble: we have not realized that all this time has passed. We have taken on a lot of challenges, every project is a challenge somehow. Maybe the most complex situations are those when we change setting and interlocutor: one day we work with a craftsman on a wood chair, the next we are in Seoul with five Korean engineers discussing of tenths of millimeter on printed circuits boards. For sure there is no time to get bored. We have never talked about celebrations but, now that you mention it, we must do something. We may exaggerate and organize a dinner with our families!

**Salone del Mobile: can you give us a preview of what you will present?**

FS: It is too soon for this. Every time we decided to work for the Salone we finished at the last minute; now we prefer to take our time to develop our projects. Of course, if it coincides with the Salone, we will be happy, but now we see this event as a chance to meet people and exchange ideas, a gauge we use to realize what's going on in the small design universe. The occasions to unveil new projects during the year are many at IMM and Maison&Objet we presented a vase collection for Ligne Roset, in Stockholm we presented Shift Wood, a new seat for OFFECCT. At Ambiente we celebrated our long collaboration with Stelton presenting Ora, a new series of home accessories we are very proud of. We are also completing a beautiful interior design project for Grassi Pietre: a showroom/workspace where we have tested ourselves by exploring all the possibilities offered by their materials. For the Salone, we will see!

# Made to imagine

Round, oval, square... what's the shape of your freedom? Feel free to design, free to explore new solutions for your bathroom project, free to imagine. Thanks to an innovative and modular system, RAK-Variant opens up limitless possibilities for customized solutions, featuring countertop, drop-in and under counter washbasins. Different shapes and different sizes with or without tap bank. Made from high-quality ceramic in 5mm thickness, RAK-Variant ensures architects and interior designers a complete and modular range to meet all the design needs.



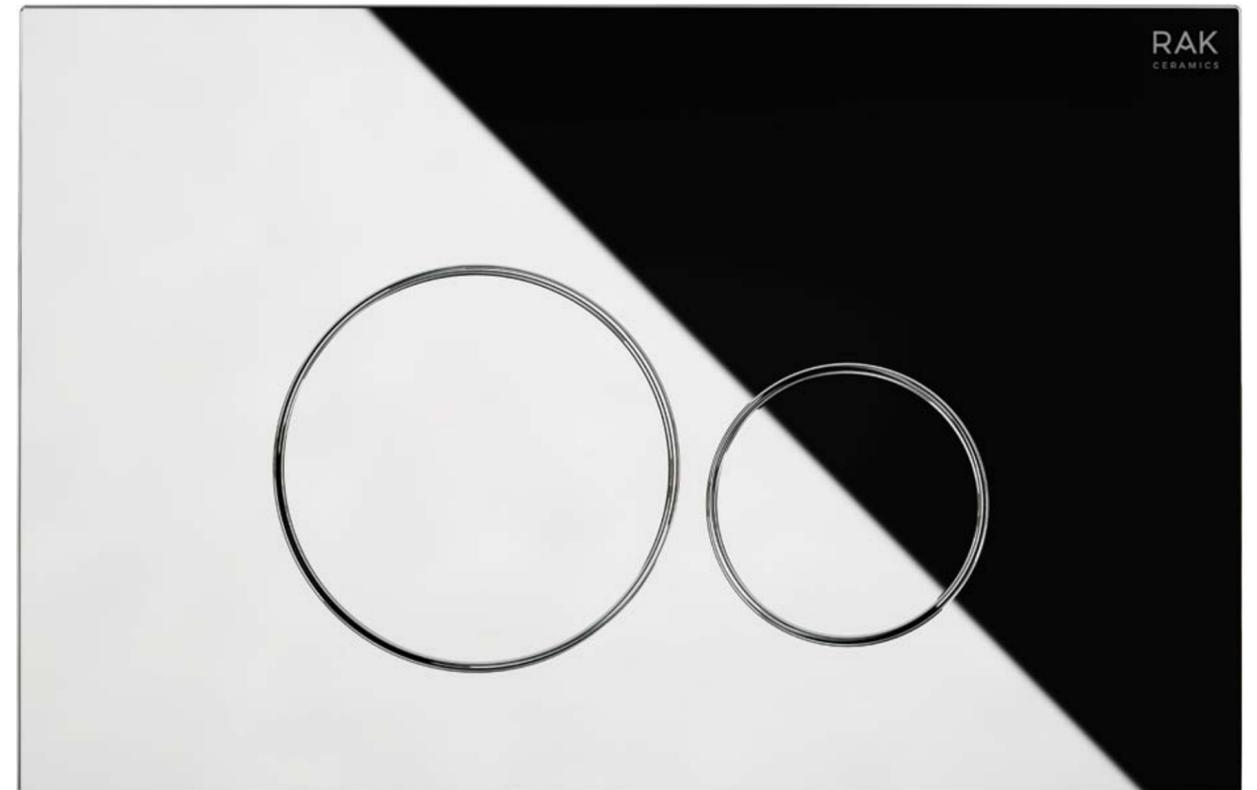
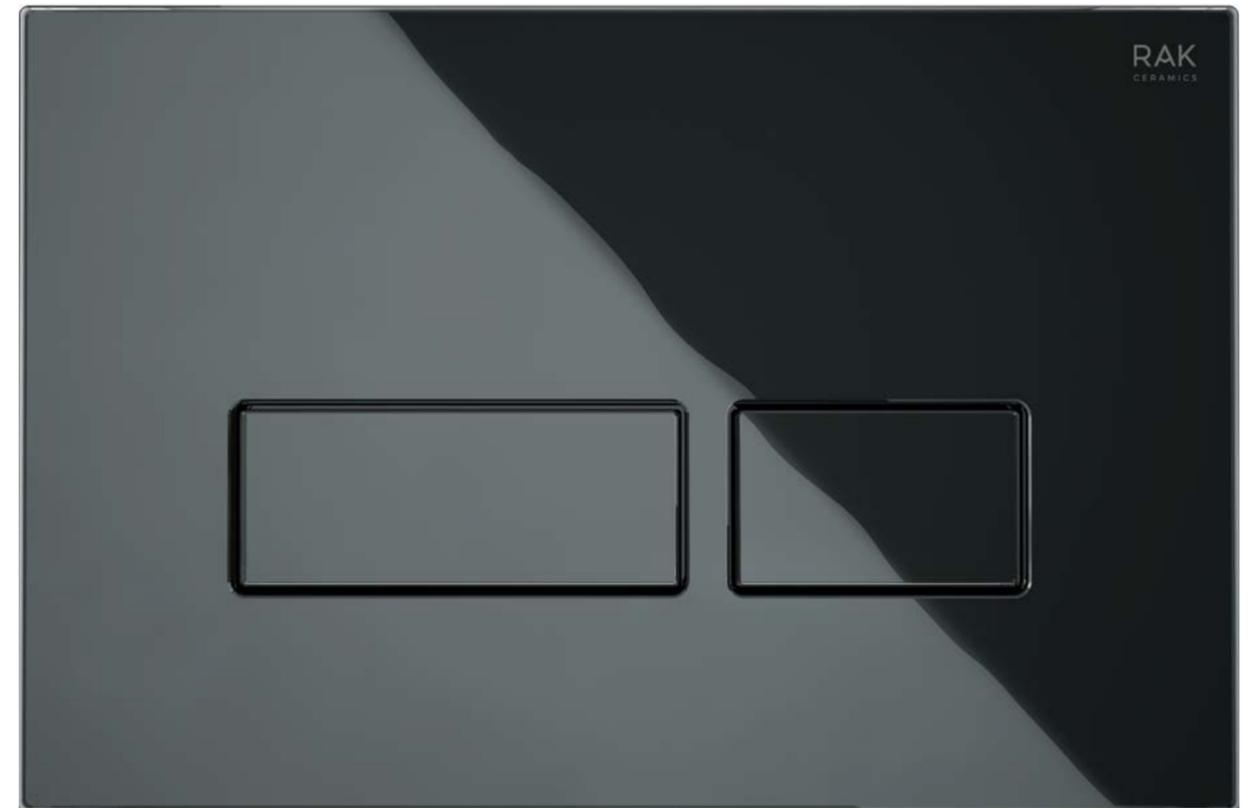
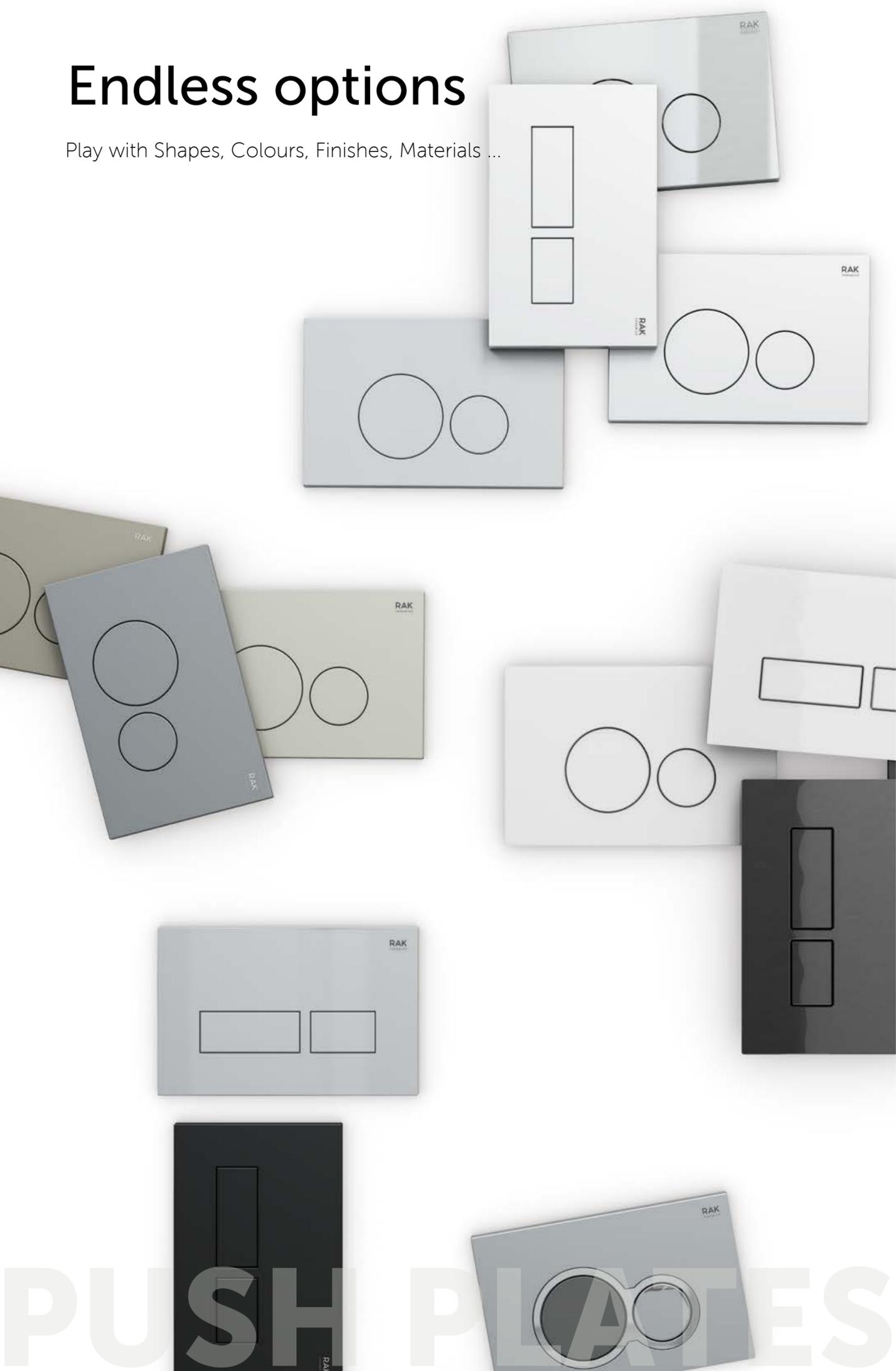
RAK-VARIANT

What does your project need ?

- 5 Shapes
- 3 Applications
- 2 Options with or without tap hole

# Endless options

Play with Shapes, Colours, Finishes, Materials ...



PUSH PLATES



## Stylish, functional picks that can pull together your kitchen décor

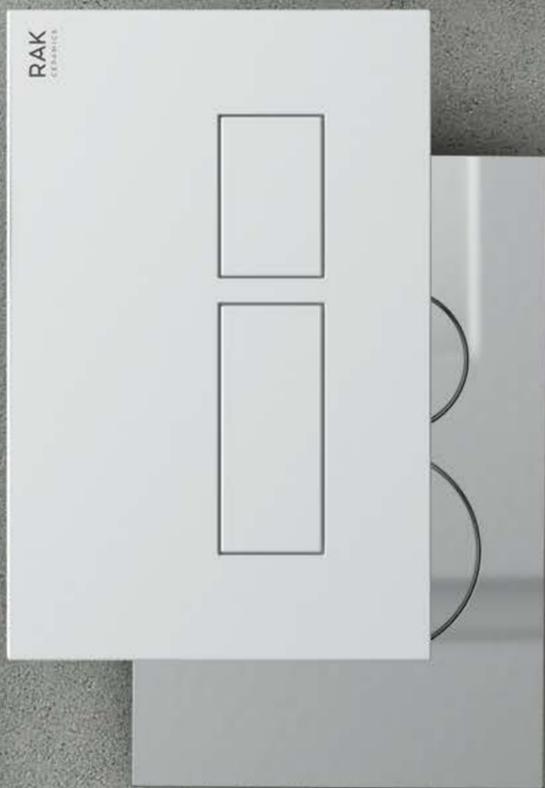
There's no better place than the kitchen to share stories, meet friends, express themselves in total freedom. The RAK Ceramics kitchen sink system comes from this idea of space, with endless possibilities for all styles, from country to contemporary, warm and welcoming or functional and modern. Get inspired by the range of RAK Ceramics solutions, play with colors and finishes and design your ideal kitchen right down to the last detail.



FINISHES AND COLORS

# MATERIALS

Find the right material and texture of RAK Ceramics bathroom and kitchen solutions for your moodboard inspirations.



## VITREOUS CHINA & FIRECLAY



## RAKSOLID FOR SHOWER TRAYS



## RAKSOLID FOR BATHTUBS



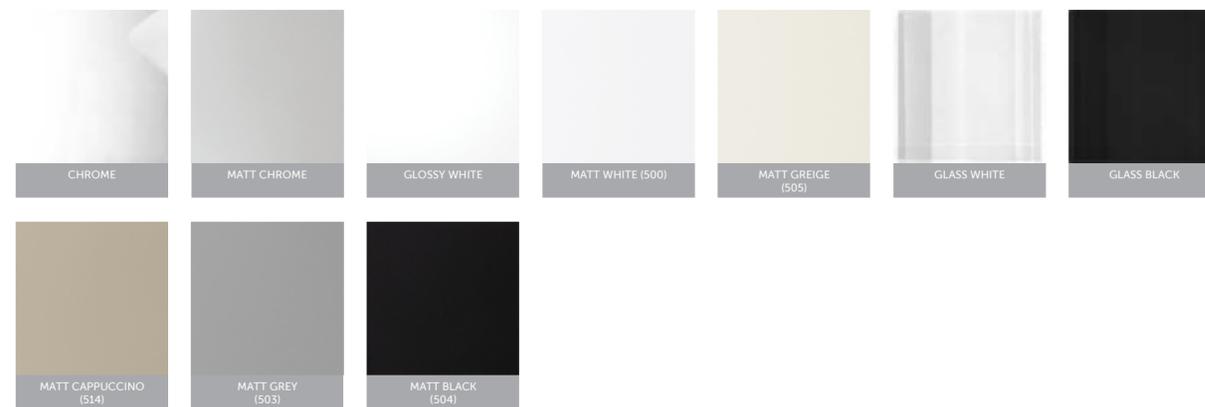
## RAK-JOY, RAK-JOY UNO & RAK-PLANO FURNITURE & COUNTERTOPS



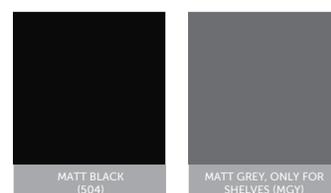
## RAK-PRECIOUS WASHBASINS & COUNTERTOPS



## RAK-ECOFIX & RAK-NEOFIX PUSH PLATES



## RAK-JOY UNIVERSAL SHELVING SYSTEM



## RAK-SILVER GRAB BARS



## MIRROR FRAMES





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LA BELLEZZA UNISCE LE PERSONE  
BEAUTY CONNECTS PEOPLE  
الجمال يجمع الناس



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