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## RAK CERAMICS TO UNVEIL NEW GLOBAL DESIGN HUB IN LONDON

**RAK**  
CERAMICS



RAK Ceramics PJSC, one of the largest ceramics brands in the world, announced today the opening of its first global Design Hub in London. Located at 100 St John Street, in the heart of London's design quarter for designers, architects and developers, the RAK Ceramics Design Hub is one of the largest in the area, with 7,276 square feet over two floors. The space allows visitors to explore limitless design possibilities for their projects and showcases a wide range of RAK Ceramics bathroom ranges, kitchen taps, and brassware. The location also offers meeting facilities and a dedicated area showing the brand's extensive range of tiles, including mega slabs, which can be used for cladding, tiling, surfacing, and as unique decorative pieces. The RAK Ceramics Design Hub will be an interactive and immersive environment designed to inspire creativity and includes a working kitchen display, working tap display, Virtual Worlds 4D Theatre and a Grab and Go sample area.

Abdallah Massaad, Group CEO, RAK Ceramics said "London is the obvious choice to launch our first global Design Hub concept. The UK is an increasingly important market for RAK Ceramics, and London is home to many of the world's leading designers, architects, and project specifiers. The RAK Ceramics Design Hub is a unique concept where the design community can experience the innovative possibilities of our products." Many signature products will be displayed, including a new collection from world-renowned fashion designer ELIE SAAB along with products from designers Maurizio Scuttella, Debiasi & Sandri, and Patrick Nourget. Commenting on the design hub concept, Leonardo De Muro, VP of Marketing & Communications, RAK Ceramics said: "The RAK Ceramics Design Hub is a unique concept in our retail portfolio which allows us to bring together the design community, showcase unique products, and create a brand experience that is both inspiring and informative." The official launch of the RAK Ceramics Design Hub will take place on May 24, 2022, during the Clerkenwell Design Week. To celebrate its opening, designers Maurizio Scuttella, Federico Sandri, and Patrick Nourget will be hosting a series of special talks at the RAK Ceramics Design Hub from May 24-26, 2022.



