September 23 - 2021

RAK CERAMICS TAKES CENTRE STAGE IN BOLOGNA



Bologna, Italy, 27 September 2021.

September is now on its way out, but the world of ceramic design still has numerous novelties in store. From 27 September to 1 October, Bologna plays host to Cersaie 2021, the international trade event dedicated to design surface coverings, ceramicware, architecture and bathroom furnishings.

A plethora of new releases confirms the important evolution of RAK Ceramics which never ceases to innovate in terms of products and systems. Unglazed porcelain, ceramics, sanitaryware, furnishings, and accessories come under one brand concept, Room for Imagination, which has led the group to become a go-to brand for Lifestyle solutions in recent years.

Displayed on one single stand (**Pad 30 stand C58 - D57)** designed by **Alessandro Bucci**, **large surface applications, bricks and artistic decorations** are all set to mesmerise the visitors' attention. Along with sanitary ware, washbasins, furniture, shower trays and accessories for a **bathroom of coordinated style**.

But what does the Trade Fair have in store for us?

"We are proud to present our new collections at Cersaie 2021, declares ***Abdallah Massaad, Group CEO of RAK Ceramics,*** *especially at such an extraordinary time like this. Cersaie is an essential appointment and one of great strategic importance for RAK Ceramics. In recent months we have put all efforts into strengthening our positioning as a ceramic lifestyle solutions provider by developing new collections for bathroom floors, surfaces, large-format tiles, sanitaryware and accessories, all of which are perfectly coordinated".*

The evolution of surfaces constantly accompanies spatial development, with solutions whose new technologies offer increasingly impacting visual and sensory characteristics. Today, surfaces are perceived as an integral and essential part of a whole interior design. Once, the focus was mainly on furnishings; these now combine harmoniously with the surrounding ceramic areas that constitute unique design trends in themselves.

RAK Ceramics was one of the first companies to identify the new needs associated with modern architecture and interior design by investing in technological innovations to produce large slabs in oversize formats.

While large slabs were initially considered a niche product and thought to be suitable only for large spaces, particularly in the contract business, it has become apparent that large format slabs are also appreciated in smaller environments. Reduced grouts between the various elements offer a new way of valorising the available space by creating elegant visual effects thanks to surface continuity, making rooms look more spacious and homogeneous.

Leonardo De Muro, Vice President RAK Ceramics concluded by saying *"We continue to strengthen the RAK Ceramics brand and support the company's strong capacity for experimentation, production and distribution, by pioneering the introduction of hi-tech innovations for residential and retail projects.*

In recent years, RAK Ceramics has developed design collections that stand out on the European and Italian markets, where we aim at becoming an authentic benchmark brand".

CERAMICS

New Technology

THROUGH-BODY VEINING

Unglazed porcelain like natural marble!

Through-Body Veining is the innovative breakthrough of RAK Ceramics in the reproduction of natural marble veins which passes through the thickness of the unglazed porcelain slab. This technology confers a unique design appearance to the slab, with a consistent and evenly distributed marble veining which runs through its entire thickness.

Thanks to the use of an advanced printing technology, pattern repetition is minimized and the geometric motifs, which are synchronized all over the slab surface, look random and decidedly creative.

This new container comprises highly distinctive products of exceptional quality and aesthetic value, from floors to wall surfaces of large dimensions to special furnishing elements such as table tops and high-end kitchen worktops.

HIGH-PERFORMANCE TILES (*High performing technical products*)

Cutting-edge technical unglazed porcelain

RAK Ceramics has always been a pioneer in the field of technical unglazed porcelain. With their own constantly evolving technology, RAK Ceramics has opened up new prospects in the ambit of large projects, for both residential and retail applications, thus confirming the absolute value of the brand.

High-Performance Tiles are a modern and versatile collection of high-performing unglazed porcelain tiles of unique characteristics and unlimited scope.

Natural, structured, sanded materials of great aesthetic appeal supply architects and interior designers with perfect, hardwearing and long-lasting solutions for their contemporary design needs.

Unglazed porcelain tiles exploit the Anti-slip Barefoot + technology which ensures excellent non-slip performance and a particular textured surface which makes them safe and pleasing to touch. All of these products become non-slip when wet, making them the ideal tiling solution for damp interiors and outdoor applications.

PREZIOSI

A precious marble effect in extra-large formats

A wide and varied range of collections are inspired by the elegance of marble to offer hundreds of solutions for residential areas, the hospitality industry and the workplace. Marble and granite patterns are reinterpreted in a “fashion style”, to reveal elegant and refined veinings, ideal for renovating walls, floors, false ceilings and furniture. The Maximus marble effect collections are the height of luxury and refinement. Also available in the trendsetting open-book effect and in a vast range of formats, thicknesses and design solutions.

SMALL WONDERS (Marrakesh + Subway)

Colourful Bricks

The only limit is your imagination. Owing to constant innovation in ceramic technology and research, it is now possible to reproduce any type of surface: natural wood effects, ceramic wallpaper, metal effects, concrete surface coverings and much more besides.

The new collections of ceramic tiles interpret the latest trends to produce original and appealing aesthetic results, in a vast range of forms and colours: from trendy pastel shades to more intense textural effects. The range of possible solutions is ever widening, thanks to a vast choice of dimensions, from tiny bricks to large tiles. It’s ceramic, and it’s beautiful!

MARAKKESH

Earthy tones that recall Moroccan souks in the characteristic colours borrowed from nature. Deep greens and blues, the pink and greys typical of spices have inspired this collection of full body unglazed porcelain specifically conceived to supply infinite solutions to all design needs.

SUBWAY

Full body unglazed porcelain Bricks in shades of white, grey, beige and black, created to define modern interiors with a decidedly metropolitan feel. A small boutique of complete collections, always in stock, which represent the finest expression of RAK Ceramics’ manufacturing capacity and quality standards.

The elements of the two collections are available in the **matt or glossy variants and in various sizes:** 6.5x26, 7.5x15, 10x30, 10x40 and 15x15 mm.

MOSAIC (Marrakesh + Subway)

Essential styling in an artistic mosaic design

Mosaic gives a touch of elegance, luxury and refinement to any environment. It derives from an ancient tradition but when interpreted in the form of unglazed porcelain tiles, it offers an extremely modern solution for covering the floors and walls of bathrooms and kitchens. The Mosaic Collection by RAK Ceramics is visually appealing and adds style and verve to any type of living space.

Numerous models and colour combinations, formats and dimensions: infinite design potential, for the creation of marvellous interiors for all architectural solutions.

BATHROOM FURNISHINGS

RAK-Valet

A sensual bathroom collection from Patrick Norguet

RAK-VALET IS THE NEW BATHROOM COLLECTION THAT BRINGS TOGETHER THE CREATIVE FLAIR OF THE FRENCH DESIGNER AND THE MANUFACTURING QUALITY OF RAK CERAMICS.

It recounts a story of visions, patterns, exclusive forms and frenetic rhythms that lead to some amazing solutions. The keyword of the project is equilibrium: in the dialogue between light and shade, between volumes, lines, form and materials, each element is designed for the users of the living space.

Norguet's work probes new ways of living and exploiting the domestic space, destined to become a place without restrictions, porous and osmotic, traditional yet innovative at the same time.

The RAK-Valet collection is made up of functional elements, available in matt and glossy finishes. Decorative volumes are devoid of any superfluous detail or shape, with the accent placed on formal purity, thanks to thin-edged washbasins, a bathtub that is fruit of great stylistic research and the "elongated" lines of the sanitaryware.

RAK-Valet coordinates perfectly with some of the most successful lines by RAK Ceramics, such as the newly released bathroom RAK-Joy Uno cabinets and mirrors, complete with accessories such as metal legs and towel rails or the functional and highly elegant little ceramic shelf, yet another design by Norguet.

RAK-Joy Uno

Like no other one!

Functional, elegant, spacious and modular, RAK-Joy Uno is the new bathroom furniture line from RAK Ceramics, designed for a bathroom characterized by rich details and high quality. RAK-Joy Uno is available in 5 different finishes. Compatible with the washbasins currently available in the RAK-Joy range, it may also be teamed up with the mirrors and all RAK Ceramics countertop solutions.

RAK-Plano

The height of creativity!

RAK-Plano countertop surfaces combine elegance, durability and practicality, while transforming the RAK-Joy or RAK-Joy Uno bathroom units into one of the most versatile accessories at the service of the design project.

Available in three different TECHWOOD finishes and in the innovative matt white material RAKSOLID, RAK-Plano is a unique and seamless top that can be drilled and cut to suit any requirements in the installation phase, thus allowing maximum freedom in the positioning of washbasins and taps.

RAK-Des

Form follows function

"Form follows function". Attributed to architect Louis Sullivan, this design principle generally associated with architecture and industrial design of the late XIX and early XX centuries maintains that the form of an object should mainly be related to its function or purpose. The same principle is following by the new RAK-Des bathroom collection, which pays a tribute to

the minimalist style of the Bauhaus school.

With a medium-high market positioning, this collection presents a line of exclusive articles which, apart from sanitaryware, includes a freestanding washbasin and bowl of pared-down minimalist lines, echoing the style from which it draws inspiration. The rectangular washbasins of this collection may be wall-hung, individually, combined with the RAK-Precious countertops, or teamed up with the RAK-Joy furniture units.

RAK Ceramics

Founded in1989 by the Emir of Ras al-Khaimah, one of the seven United Arab Emirates, RAK Ceramics started out as a tile-producing company, able to count on the natural resources of the country, particularly rich in clay. The business grew rapidly and in 1993 a new plant was opened for the exclusive production of sanitaryware. This was the launching pad for the business to extend to other countries: today, with 20 avant-garde plants located in the United Arab Emirates, in India and Bangladesh, RAK Ceramics has a yearly production of 123 million square metres of tiles, 5 million sanitary units and 1 million taps. RAK Ceramics is a multinational company to all effects and is quoted on the stock exchange. It is the fourth largest ceramic producer in the world, whose global annual sales amount to approximately 1 million US dollars and is actively engaged in 150 countries through a network of operative hubs.

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