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RAK-VALET, EMOTION AND FUNCTIONALITY STYLED BY PATRICK NORGUET



Style and balance in your service.

From the unprecedented collaboration of **Patrick Norguet with RAK Ceramics** comes a stunning bathroom project: **RAK-Valet.** It is the embodiment of a unique talent for understanding a need and creating a functional, long-lasting solution that fits in perfectly with the context.

A cluster of visions, drawings, exclusive shapes and a fast-paced rhythm

leading to unexpected solutions: this is what the French designer brings to each of his new creations.

RAK-Valet expresses the creative genius of Norguet together with the undivided attention devoted by RAK Ceramics to production quality and project completeness. A special project, attesting a new concept of living and a new way to use domestic space, which becomes free of constraints, permeable, osmotic, innovative. Whether it be contemporary or traditional.

Norguet puts on stage a dialogue between light and shadow, between volumes and lines, between elements, forms and materials.

A delicate balance that is never disrupted, as each element becomes functional to the user in this ongoing, harmonious exchange. Everything is in the service of the person who experiences the space, everything centres around the dialogue, bearing witness to something magical and unique.

The RAK-Valet collection is composed of functional elements – available in matt and glossy finishes – that serve as veritable *valets* and hand us the objects of our daily wellbeing via functional surfaces and stylistic solutions of great visual impact: decorative forms with slender profiles for the washbasins,

top-notch stylistic research for the bathtubs, elongated lines for the toilet bowls.

RAK-Valet is a project that comes to meet a need in interior design, leaving out any unnecessary shape or detail while the expression of the real is reduced to its pure, bare form.

Rak-Valet goes well with some of the most successful collections proposed by Rak Ceramics, such as their brand-new bathroom fittings and Rak-Joy Uno mirrors.

It is rounded off by a rich choice of accessories, such as legs and towel holders made of metal, or the practical but extremely elegant ceramic surfaces also designed by Patrick Norguet.

PATRICK NORGUET FOR RAK CERAMICS

RAK-Valet is the fruit of my first collaboration with the RAK Ceramics brand, and like any first collaboration, we learned a lot from each other.

RAK-Valet is a very broad collection that covers all the needs of a bathroom space. We have worked to offer all the functions for use in private spaces but also in public spaces, such as hotels among others.

The world of the bathroom goes back to the dawn of time: the relationship to the body and hygiene - from Roman terms to oriental hammams - takes various forms depending on the culture. RAK-Valet proposes a synthetic and functional vision that allows us to introduce in our bathrooms a set of attitudes with a lot of sensuality and emotion.

Sometimes it is not necessary to reinvent everything, and RAK-Valet does not have this pretension: with its sober and elegant design, RAK-Valet brings us back to the essential elements that are water and its container, the basin.

To make it easier to use, I wanted to create several surfaces around this basic concept such as large trays or serving trays, which invite you to comfortably place products and care objects.

Patrick Norguet

Patrick Norguet is an essential figure on the international design scene.

After completing his design studies at the ESDI, Patrick Norguet was commissioned to design the display windows of two major players in the luxury industry: Yves Saint-Laurent and Louis Vuitton. From these experiences, he gained an understanding of brand identity and the way of showcasing it. Designing Renault ‘s event stands helped him to hone and apply his synthesis skills to ephemeral architectures.

In 2000, his Rainbow Chair, noticed and produced by Giulio Cappellini, gave him visibility that quickly spread thanks to the international media. He then opened his studio in Paris. His early furniture collections for Bernhardt, Artifort, Offect, Capdell or the French companies Alki and Tolix validated and established his presence at international shows. In 2010, designing one McDonald’s restaurant in France gradually led to a collaboration with McDonald’s Global. Patrick Norguet has become an emblematic figure of French design.

Alias, Arflex, Artemide, Cassina, Emu, Ethimo, Glass Italia, Kristalia, Lea Ceramica, Pedrali, de Padova, and Tacchini quickly recognized his talent and authority and fully involved him in the production process and strives to create long-lasting collections.

Drawing inspiration from everything that surrounds him, Patrick Norguet does not follow trends but seeks to give shape to products whose relevance and modernity would withstand the test of time: “A well-designed object, an object created through generous collaboration is timeless.” **Together with RAK Ceramics, Patrick Norguet presents the project RAK-Valet (2021).**

RAK Ceramics

RAK Ceramics is one of the largest ceramic brands in the world.

Specialising in ceramic and gres porcelain wall and floor tiles and sanitaryware, the company has the capacity to produce 123 million square meters of tiles and 5 million pieces of sanitaryware per year at its state-of-the-art plants across the United Arab Emirates, India and Bangladesh.

Innovation is the heart of RAK Ceramics philosophy and the company is a pioneer in introducing hi-tech innovations that are a breakthrough in the industry and a world leader in the production of ceramic and porcelain tiles ideal for use of indoor & outdoor spaces for wall and floor coverings for residential, retail and industrial projects.

A wide range of technologies are used at the state-of-the-art plants including big slabs pressing technology, advanced digital printing technology for industrial decoration & effects, translucent, double & triple charged feeding systems, digital soluble salts, thermal resistant komfy glaze, slim, anti-microbial, glow in the dark, and other advanced technologies.

RAK Ceramics is known for the wide product and size range and for its ability to produce bespoke ranges for both small and largescale projects, enabling its clients to bring their idea to life.

Sustainability in every sphere of business is one of the main elements of RAK Ceramics mission statement. the company is committed to practicing environmental stewardship throughout its manufacturing chain – from product design to efficient operations processes – and to playing an active role in building a better community by enhancing the surrounding environment.

Organization’s activities improve energy efficiency, reduce pollution, enhance biodiversity and improve the quality of life for both people in the communities it operates in and for its workforce. It recycles natural raw materials to help conserve natural resources and adopts clean development mechanism (cdm) projects to reduce carbon emissions during the manufacturing process.

Founded in 1989 and headquartered in the United Arab Emirates, RAK Ceramics serves clients in more than 150 countries through a network of operational hubs in Middle East, Europe, Africa, Asia, North and South America and Australia. Across global operations the company employes approximately 15,000 staff from more than 40 nationalities. RAK Ceramics is a publicly listed company on the Abu Dhabi Securities Exchange in the United Arab Emirates and as a group has an annual turnover of approximately US$1 billion.

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