

# MAGAZINE

LIFESTYLE SOLUTIONS

Ed. 1/2024

RAK-SKIN COOKINGRAK RAK-BATU RAK-PLANO MAXIMUS  
FURNITURE | RAK-COVE | RAK-CONTOUR | RAK-VALET | RAK-FEELING | PUSH PLATES

A P R I L 2 0 2 4



RAK  
CERAMICS

 Downtown Dubai, 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.

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. We provide 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.

Our passion and expertise combined with a careful attention to details enables us 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.





## The magical ritual of wellness

RAK-Batu is the new washbasin collection presented in a new artistic glaze, obtained adding particles of Mica in the mix (Muscovite mineral). It is available in Round, Oval and Rectangular shapes for a total of 9 beautiful and unique products to provide a natural and tropical vibe typical of a Balinese homes, with the minimalist aesthetic of contemporary design. In combination with natural materials like wood, stone and rattan, RAK-Batu 3 finishes Mica White, Mica Warm Grey and Mica Cool Grey, give your bathroom the same warm and inviting atmosphere of a breathtaking exotic destination.

# Balinese style, contemporary design

Bali: the name is enough to evoke the distinctive decorative style of the fascinating Indonesian island.

A mystical trend that today we also find in interior architecture and which in various forms has become synonymous with harmony with nature. Let yourself be inspired by this style when designing your spaces.

Light, air, neutral shades and natural materials, including bamboo, straw and palm fronds, are some of the recurring elements in exotic interiors, designed to encourage sociality, contemplation and harmony with the surrounding landscape. Furnished with seats, furniture and low tables in carved wood, as per the artisan traditions, the exotic interiors have no perimeter walls, which may be replaced by spectacular curtains.

Get inspired and add your personal touch.





# RAK-BATU

RAK  
CERAMICS

MICA WHITE  
(600)

RAK  
CERAMICS

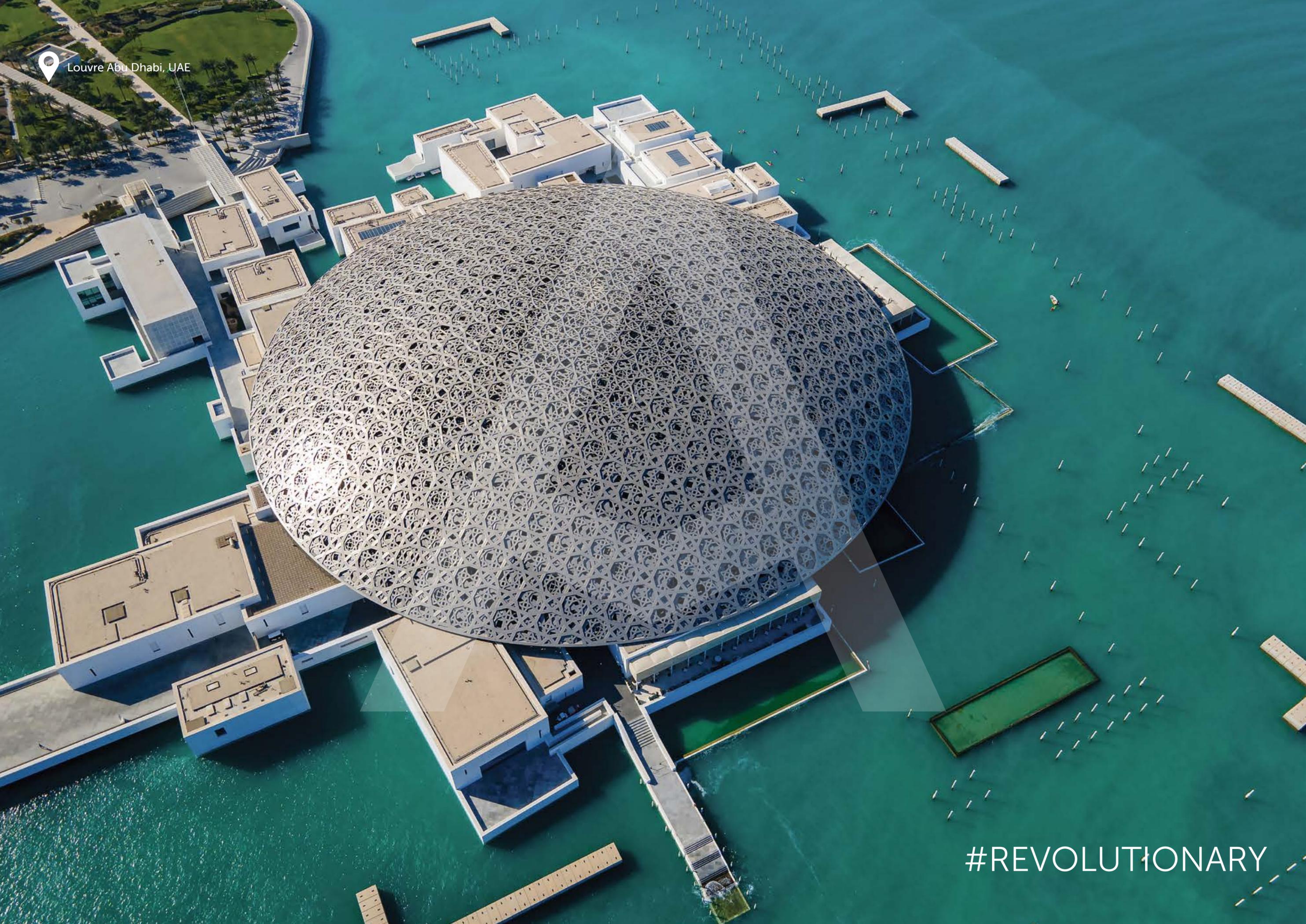
MICA WARM GREY  
(621)

RAK  
CERAMICS

MICA COOL GREY  
(626)



Louvre Abu Dhabi, UAE



#REVOLUTIONARY

A photograph of Massimo Bottura, a man with a grey beard and glasses, wearing a blue and white checkered blazer over a white t-shirt and dark trousers. He is sitting on a light-colored concrete ledge, looking towards the camera. The background is a blurred interior space with a grid of lights.

Massimo Bottura, a renowned restaurateur and entrepreneur, is one of the most influential personalities in the world of gastronomy. He opened Osteria Francescana in Modena in 1995, earning three Michelin stars and placing first in The World's 50 Best Restaurants list. Bottura has since founded other projects, including Franceschetta58, Cavallino, Gucci Osteria Firenze, Casa Maria Luigia, Torno Subito in Dubai, and Gucci Osteria in Beverly Hills, Tokyo and Seoul. In 2020, Bottura was appointed Goodwill Ambassador for the United Nations Environment Programme.

## In conversation with... Massimo Bottura

***RAK Ceramics defines innovation as thinking about the future and shaping it to meet people's needs. Chef Bottura, you have been able to develop a culinary offer that differs from other chefs because you experiment, innovate, and create ethics in the "kitchen". Could you tell us more about your philosophy?***

The main concept that has driven my work over the last 25 years is evolving tradition. We cannot ignore flavours that have been distilled over centuries of history, but our kitchen is also a laboratory in which we observe, experiment, collaborate, and share, drawing inspiration from the team's cultural biodiversity. Developing detachment allows us to experiment with our memories and find new ways to make them accessible, even to those who do not share our childhood flavours. This requires a thorough understanding of memory in order for it to survive the constant work of evolution.

***And how does this idea fit with RAK Ceramics?***

When I think of the new CookingRAK top, the first thing that comes to mind is "beauty". Natural materials, clean shapes, and straightforward lines. Creating «beautiful» things is extremely difficult, especially in the kitchen. You must create something that is functional for what you need to do while also being simple; this is the most difficult aspect. Technology, for example, is extremely important in kitchen. There is nothing without technology.

***Nourishing the soul with beauty. This is what RAK Ceramics tries to do every day by proposing creative ideas and solutions for the spaces in which we live. You have always believed in food culture through the power of beauty and the quality of ideas. Can you explain us better?***

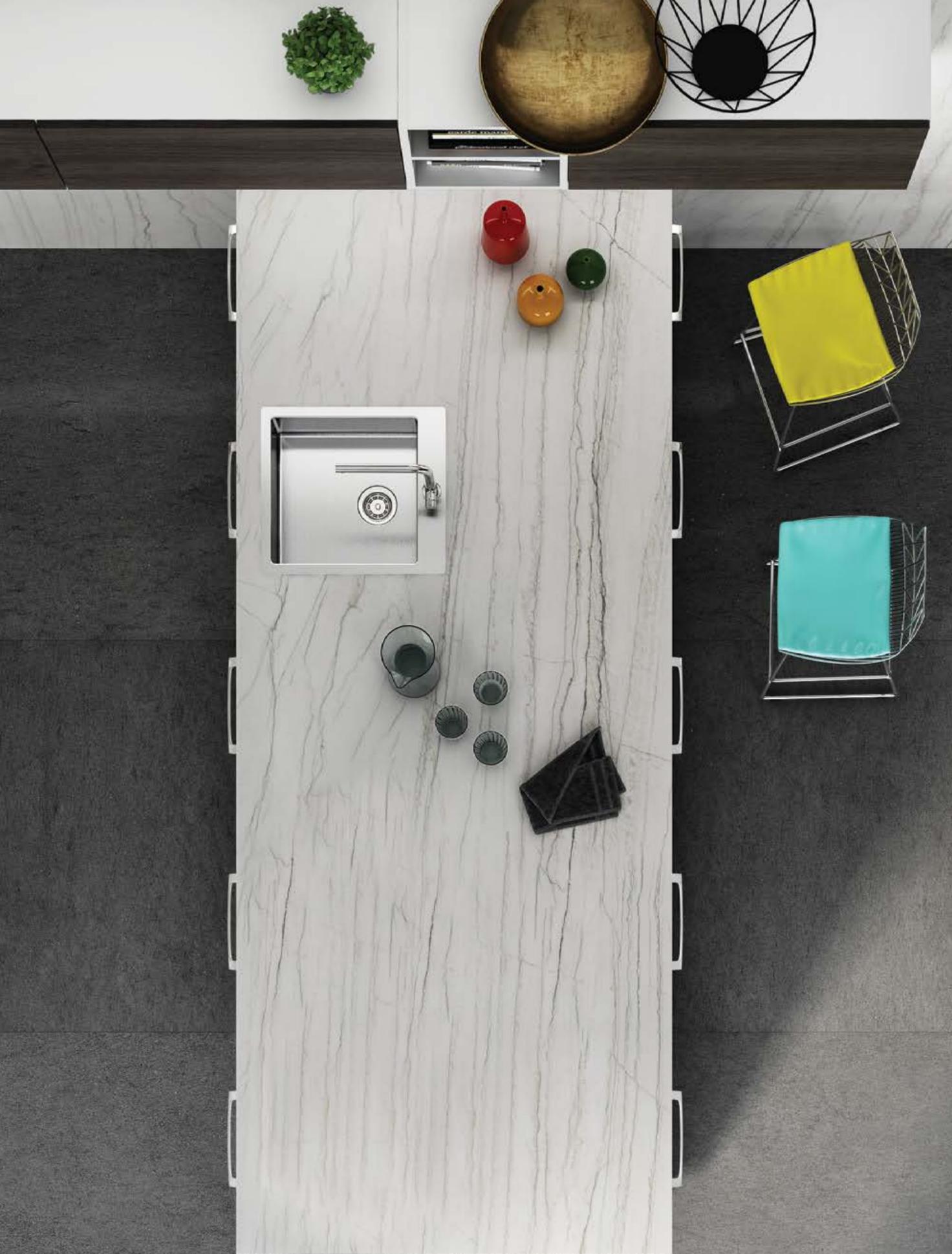
I am convinced more than ever that energy in the world of catering, as in that of art, design and architecture, must be directed outwards, towards others and towards the planet. I believe in fighting food waste and social isolation through beauty. As Albert Camus said "Beauty, no doubt, does not make revolutions. But a day will come when revolutions will have need of beauty." I believe that cuisine must evolve more and more towards this idea.

Only through everyone's daily actions can we truly effect change. And it is the responsibility of every chef and every restaurant to try to stimulate this change. I am very optimistic about the future of cooking; I see young people who are more aware and responsible than we were at the same age. We have more opportunity and responsibility to act now than ever before. Because the future must be envisioned. It has to be imagined and built. "Courage" is the name of the future, and its fictitious citizen is courageous. We must fantasise about it precisely because it is impossible to anticipate. There will always be a future in our world.

***With a view to making cooking an intuitive, safe and pleasant experience, RAK Ceramics proposed the Cooking RAK worktop, which Chef Massimo Bottura uses in his kitchen at Casa Maria Luigia. It is invisible and designed to give maximum emphasis to the preparation of dishes. But it is also an element around which people live and discuss. How important is conviviality to your idea of cooking?***

Fundamental. My entire childhood was spent huddled around a large dining room table with my five brothers, mom, dad, uncles and grandmothers. My passion for this profession stems from that sense of movement, the loud chatter, the confusion, and the sense of food as a bond. My family has grown today. My team represents my family and my future.

When we reach out to people from different backgrounds and cultures, we share ideas and knowledge and grow together. Consider this beautiful, essential, natural surface on which you can cut, cook, clean, and eat all at the same time. You can have your team there, as well as guests and friends. Sometimes, evolution is invisible.



# Evolution is invisible

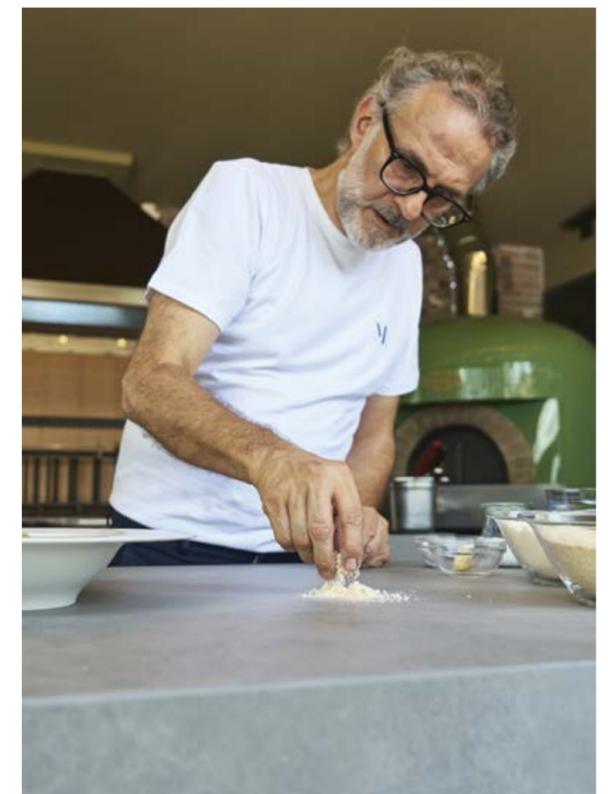
CookingRAK is designed to create a multifunctional kitchen space ideal for daily use. Integrating the system into the countertop opens up possibilities for users to prepare, cook and dine in the same space—a seamlessly designed kitchen top made for dining and entertaining.

CookingRAK is a technology that combines the high-performance of RAK Ceramics porcelain slabs and the innovative induction system that operates through a magnetic field.

Porcelain has always been the ideal choice for kitchen countertops as they are made of a durable material resistant to heat, stain, and scratch. They are also resistant to moisture and do not easily stain, making them easier to clean.

Safety in the kitchen is a matter of great importance, and with cookingrak's induction system, the countertop surface does not heat up. Instead, as it works using electromagnetic currents, it will only heat the cookware placed over the hob.

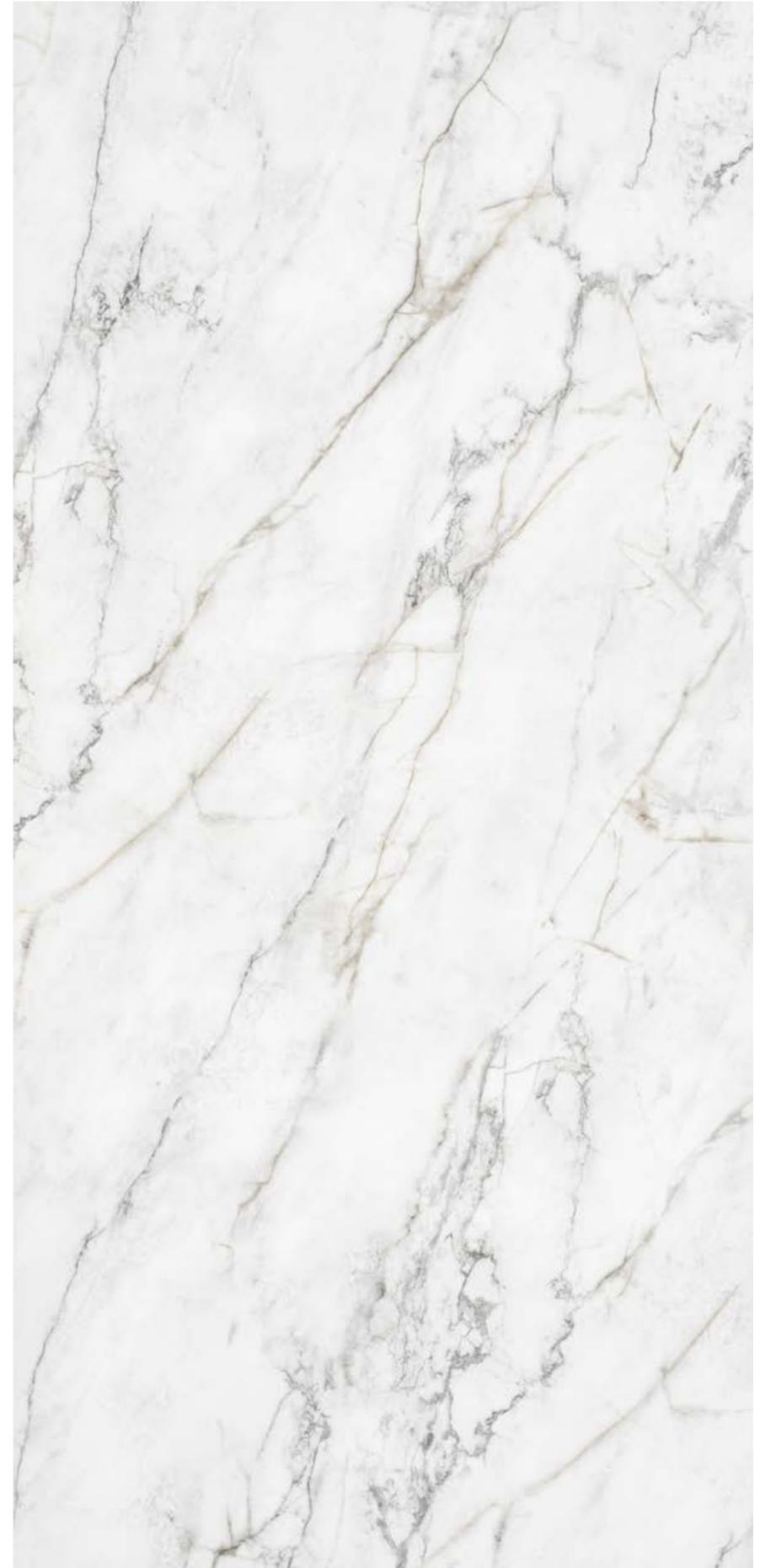
With remarkable features, CookingRAK will transform any kitchen into a space where the best experiences are lived.





## The design possibilities are endless.

Imagine a tiled space with virtually no grout lines. Imagine limitless possibilities for your surfaces and unparalleled flexibility for any kind of applications. Maximus is available in 2 thicknesses and a range of finishes with 2 sizes. Heat resistance, recyclable, light weight, durable and easy to clean. Maximus is the best answer to the most challenging architectural and interior design needs.



MAXIMUS



## High performance sintered slabs

Versatile and simply beautiful, the Maximus slab revolutionizes the design and architecture world by opening up new perspectives in tiles application that were previously unimaginable.

All the continuous surfaces are designed for any type of application: floor and walls, cladding, furnishing, countertops and provide creative flexibility and high technical and aesthetic performances





#SUSTAINABILITY

# Unconventional feeling

RAK-Skin represents more than just an exclusive collection of washbasins; it epitomizes a distinctive and avant-garde finishing touch. The innovative materials utilized possess a gentle, embracing quality, resulting in an extraordinarily refined aesthetic. The impact is truly unique, specially crafted for extraordinary environments. When paired with RAK Ceramics' bathroom furniture featuring wood-effect materials, RAK-Skin washbasins elevate the bathroom into a realm of exceptional comfort, achieved through a harmonious interplay of warm-toned finishes. Conversely, when adorned with the stone effect, the washbasins take on a starring role in creating contrast; the fusion of warm and cold hues yields a soft and soothing outcome.

RAK-SKIN

# Tactile materials for modern design

Touching is not just a sensation, but a human need and today interior design aims at recapturing through it the real essence of life, reacting in this way to the overwhelming presence of technology and digitalism in our everyday lives. In an increasingly digital world, the desire for physicality and authenticity is growing.

A desire that translates into tactile and natural materials made to be touched with the eyes, even before with the hands. Tactile materials play a leading role in design lately: from floors to walls, from furniture to bathroom products. Many variations, one goal: to convey a feeling of comfort and warmth. Thus color, matter and light interact on the surfaces, defining the character of the environments. Material surfaces have the power to reconnect with nature and make us feel positive emotions. Important feelings to live in our homes, which have become a real need.

RAK-Skin was born from this need of physicality, and the pursuit of harmony with domestic contexts minimalist and sophisticated style, made of natural colors and materials with a strong and distinctive character.



# RAK-SKIN

Oval Wash Basin - Concrete White  
Rectangular Wash Basin - Concrete Grey  
Oval Wash Basin - Concrete Carbon  
Round Wash Basin - Concrete Blush





## Creativity at the top

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 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, now RAK-Plano presents it 2 new finishes:

Terrazzo in 3 colors, White, Black and Feeling and Mica in White, Warm grey and Cool grey, perfectly matching with the same 3 Mica colors of the washbasin collection Rak-Batu.

# RAK-PLANO

# RAK-PLANO

## Mica



Finish: Mica White (600)

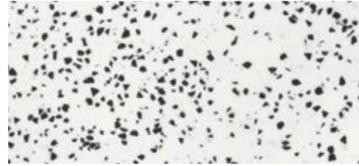


Finish: Mica Warm Grey (621)

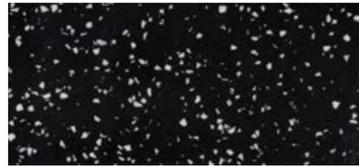


Finish: Mica Cool Grey (626)

## Terrazzo



Finish: Terrazzo White (550)



Finish: Terrazzo Black (551)



Finish: Terrazzo Feeling (552)





# Celebrating our Creative Collaborations

Collaboration is the essence of Creation. For years, RAK Ceramics has been working with renowned designers to create innovative bathroom products that will inspire and enhance your imagination.

Aimed at addressing the evolving design demand of the market, these collaborations bring forth creative ideas and latest trends in the industry resulting in aesthetic and functional bathroom collections.

RAK Ceramics wanted to celebrate the designer collaborations that elevated our brand over the past years, eventually making it possible for RAK Ceramics to step onto this important design stage.

From left to right: Patrick Norguet, Giuseppe Maurizio Scutellà, Sahar Madanat, Daniel Debiasi and Federico Sandri.





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 Antoni Lupi, 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).

## In conversation with... 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 thirteen. Let's take stock of these years. What were your biggest challenges? How will you celebrate?**

DD: If you say it like this ("thirteen"), 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!

# When design meets black and white

## RAK-VARIANT

Design by  
Daniel De Biasi and  
Federico Sandri



Black-and-white has the power to give your bathroom a lasting impression. The beauty of using black-and-white is that the palette is flexible and can look mod or classic, depending on how you use it. Designers all over the world rely on black and white in different variations of materials and finishes, confidently exploiting the oppositeness of these two non-colors, resulting in spaces with an atmosphere of irresistible beauty.

Designed by Daniel De Biasi and Federico Sandri, the washbasin collection **RAK-Variant**, is now available in the new Matt Black and Matt White finishes. A modular system that meets all the bathroom design needs. **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. The freestanding washbasin and the tall countertop are now available in both the shapes Round and Square, in 3 different finishes: Glossy White, Matt White and Matt Black

# RAK-PETIT



## RAK-PETIT

Design by  
Giuseppe Maurizio Scutellà



## Creativity + Functionality

Our furniture collections are known for providing any bathroom space with functional, elegant and durable solutions that you can trust.

RAK-Joy Uno is our one-drawer only contemporary solution designed to move the style of your bathroom on to a higher level. A minimalist design that will enhance the style of your bathroom with innovative, high-quality and exceptional details. Available in 5 different finishes, RAK-Joy Uno is 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.

Combined with the one-piece vanity top RAK-Plano, RAK-Joy or RAK-Joy Uno vanity unit, transform into one of the most versatile accessories at the service of your design projects.



#FUTURISTIC

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).



## In conversation with... Giuseppe Maurizio Scutellà

*You have been the first international designer to collaborate with RAK Ceramics on our bathroom collections. It is thanks to collaborations with designers such as yourself that RAK Ceramics was able to land at Salone del Mobile for the first time this year. As a well-established product designer, what does the Salone del Mobile mean to you and how do you view the fair in today's international design context?*

Salone del Mobile has always been a very important showcase of the best Made in Italy in the world, and at the same time «a square in the centre of Europe» that welcomes and shares the best expression of international design. This value is even more important for this edition as it comes after the difficult times experienced during the pandemic and with the challenging geopolitical situation we are seeing in the heart of Europe which touches us all deeply. I think that each of us is waiting for the Salone with a spirit of restart, and not only in an economic sense, but above all of social and human relaxation that today sees us all involved and that cannot ignore activities that see us as protagonists and citizens of the world.

*RAK-Cloud is the first collection you launched together with RAK-Ceramics and has been an international success ever since its launch. After 4 years, how do you see this collection evolving with time, also in light of the recent integration of the black matt finish?*

RAK-Cloud was the result of a great deal of work carried out independently in the first phase and later refined and constantly fine-tuned together with your Product Development team, with whom I already shared a common design language. Given the organic and almost sculptural nature of the collection, the great effort was made by working maniacally on details and proportions, especially since we were working with concepts already expressed by great masters and leading companies in the industry, so the sense of responsibility was very high.

With RAK-Cloud we have also introduced a broader discourse, viewing it not only as a collection of sanitaryware, but also through the lens of my

previous projects in the world of light and furniture that could suggest a more articulated and more complete reading of global living, as it already happens for other environments in our domestic scenarios. As it often happens in the design phase, we had already examined an alternative to the classic glossy white finish, ultimately considering the black matt one which has recently been introduced in line with the technical evolution of the company and following a responsible qualitative process.

*Throughout your career, you have shaped and experimented with various different materials. What do you like the most about working with ceramics?*

Ceramics is perhaps the oldest building material in history. Traditional ceramic materials based on clay and silicates, commonly known as sand, have passed from the creation of the first furnishings used in human history to the most modern and extreme uses such as covering spacecrafts to resist very high heat produced during re-entry into the atmosphere or as nanoceramics used in optical fibers which are revolutionizing telecommunication systems. In my collaborations, I like to also explore the technical and material aspect and the production processes because I think they can always enrich the project – how could I not be intrigued by such an ancient and at the same time modern material?

*At Salone we are also showcasing RAK-Petit, the second chapter of our creative collaboration. How was RAK-Petit conceived? What were your sources of inspiration for this project?*

RAK-Petit was born from a different request that may appear simpler, but actually on some level it's even more complex than RAK-Cloud: to create a specific solution for small spaces, but with the same design style as a high-end proposal. All this without sacrificing glamour and elegance. Given the success of RAK-Petit, it seems to me that we found another smart and appropriate solution.

RAK-CLOUD



## The multiple faces of design

The new RAK-Cloud concept is the beginning of a collaboration with the Italian designer Giuseppe Maurizio Scutellà (2018).

Fluid lines inspired by geometric swirls combined with changing shapes like clouds lend themselves to multiple interpretations and play with light, producing a soft enveloping effect, culminating in a sophisticated but at the same time functional and welcoming bathroom.

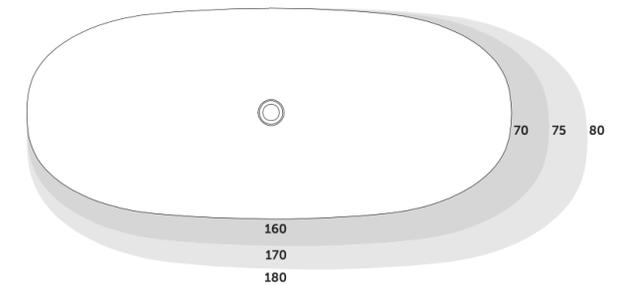
All this makes RAK-Cloud a concept with a soul, capable of telling a unique and inimitable story. Back to wall, or wall-hung sanitaryware, elegant freestanding bathtubs and washbasins, softly curved bowls or wall solutions for every need. With RAK-Cloud, the hallmark of the Italian designer inspires and enhances the imagination of the most demanding and visionary interior designers to create beautiful bathrooms.





## Luxurious freestanding bathtubs

Suitable for both residential and hospitality environments. Available in three different sizes to cater for any design and planning requirement. RAK-Cove bathtubs are made of RAKSOLID, an innovative solid surface from RAK Ceramics. RAK-Cove bathtubs are made of RAKSOLID, a durable material composed of a mixture of natural minerals and resins. The elegant matte white finish gives a distinctive feel to the bathing area, as well as a pleasant to the touch and more anti-slip safety.



# RAK-COVE

# 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 (2020) 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.



RAK-DES

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).

## In conversation with... Patrick Norguet

### ***How was your collaboration with RAK Ceramics born?***

As always, through a meeting! I was contacted by Davide Cesca, Head of Bathroom Marketing & Product Development at RAK Ceramics, then we met in Italy during the CERSAIE fair in Bologna. The desire to collaborate together and design a collection for RAK Ceramics was immediate. RAK Ceramics' scale and capabilities offers great mastery of the product development process and a distribution force that is very motivating for a designer.

### ***What inspired you to create the RAK-Valet collection?***

I always start drawing by removing my references, in order to start with a «blank page». Then I try to understand the context and scope of the project: the brand, people, processes, machines, materials, markets, etc. In short, everything that allows me to define a strategy. Then I begin to sketch creative axes and various directions filtered by my perceptions, which are the basis of the beginning of my work. Each time it is a new adventure, a mechanism that takes place inside me but which is not based on any logical or Cartesian approach: I can say that it is creation «in its raw state». After that, a work of elimination takes place to get rid of what is useless, to find the "right note" and to respond in a relevant way to my client's needs.

### ***Why did you choose this name and how would you define RAK-Valet in 3 adjectives?***

It's the concept of "At the service of...". RAK-Valet is simply a collection at the service of its user, with generous and functional shapes that accompany the rituals associated with its use. Why did you choose this name for the collection? If I had to define it, I would describe it as elegant, timeless and transversal.

### ***How can design affect people's daily lives?***

Design only makes sense if it has a use. It must be innovative, useful, aesthetic, understandable, honest, discreet and sustainable.... To quote Dieter Rams: "Good design is the least possible design". An object that makes sense can influence our daily life, it is also a question of culture and education.

### ***You're famous for your extraordinary ability to perfectly realize the wishes and desires of the companies you collaborate with. What is your secret?***

I have no secrets, it's all a matter of work and commitment. I like a job well done. It is also a question of self-exigency, a rigor... I think I have a flaw, it's being a perfectionist! But a good design must be accurate, down to the smallest detail, you mustn't let go of anything...



## Emotion at your service

Patrick Norguet creates a surprising new bathroom project for RAK Ceramics: RAK-Valet (2021). A set of visions, designs, exclusive shapes and fast rhythms that lead to unexpected solutions, a hallmark of Norguet's approach to each of his new creations. RAK-Valet represents all the creative genius of the French designer, combined with the reputation of RAK Ceramics for manufacturing quality and project completion. The collection consists of functional elements, that fully service the bathroom experience: a space that is increasingly the protagonist of every interior design project, residential or contract, a key environment for the harmony and character of each creation, classic or contemporary, but always unique.



# Bringing domestic life into the open (and viceversa)

A special project, the result of a very simple concept, but just as strong as to give character to the house in every detail: dialogue. Dialogue between inside and outside, between light and shadow, dialogue between volumes, dialogue between lines, dialogue between elements, shapes and materials. From the dialogue comes a new way of living and enjoying the domestic space, which becomes a space free from patterns, permeable, osmotic, innovative.

In every internal environment, the outside is present and alive and tells the evolution of the day and the surrounding scenery. Inside, the delicate balance is never disturbed and each element is functional to the person in this constant and harmonious exchange. Everything depends on who lives in the space, and it being the center of this dialogue - a witness to something magical and delicate.



The delicate balance of light, shadow, shape and materials.



A constant and harmonious exchange, at the service of the person.



In line with current hygiene requirements, RAK-Valet also features RAK Ceramics' rimless technology. With no rims to harbour germs, this technology allows end-users to experience and benefit from the same high standards of hygiene normally found in design specifications for hospitals and medical centres. The sculptural shapes and hidden fixation systems also contribute to much easier cleaning and installation processes.



# Design, technology and elevated hygiene standards

RAK Ceramics presents RAK-Clean, the new toilet with integrated bidet functionality that brings you the finest in personal comfort and cleansing. An all-in-one solution that combines design and technology, to mark a superior hygiene standard in your bathroom.



Stainless Steel Hygienic Wand

Two Separate Water Nozzles

Powerful Jet 

Extra Gentle 



## KEY FEATURES:

- Minimalist design, hidden technology, easy to install
- Flat, hygienic and practical remote control
- Efficient and user friendly: rear wash, feminine wash and warm air dryer
- Pleasant and safe cleansing: water temperature, spray intensity and nozzle position can be individually adjusted and saved
- Night light in 5 colors
- Energy saving mode
- Wide and comfortable seating area
- Urea soft closing seat with quick release



Rear Wash



Feminine Wash



Warm Air Dryer



2 Memory Settings



Water Pressure Adjustment



Nozzle Position Adjustment



Water Temperature Adjustment



Night Light in 5 Colors



Nozzle Auto-cleaning



Child Mode



Automatic Mode



Super ECO Mode

# RAK-CLEON

Sharjah Island, UAE

#GREENARCHITECTURE



# 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.

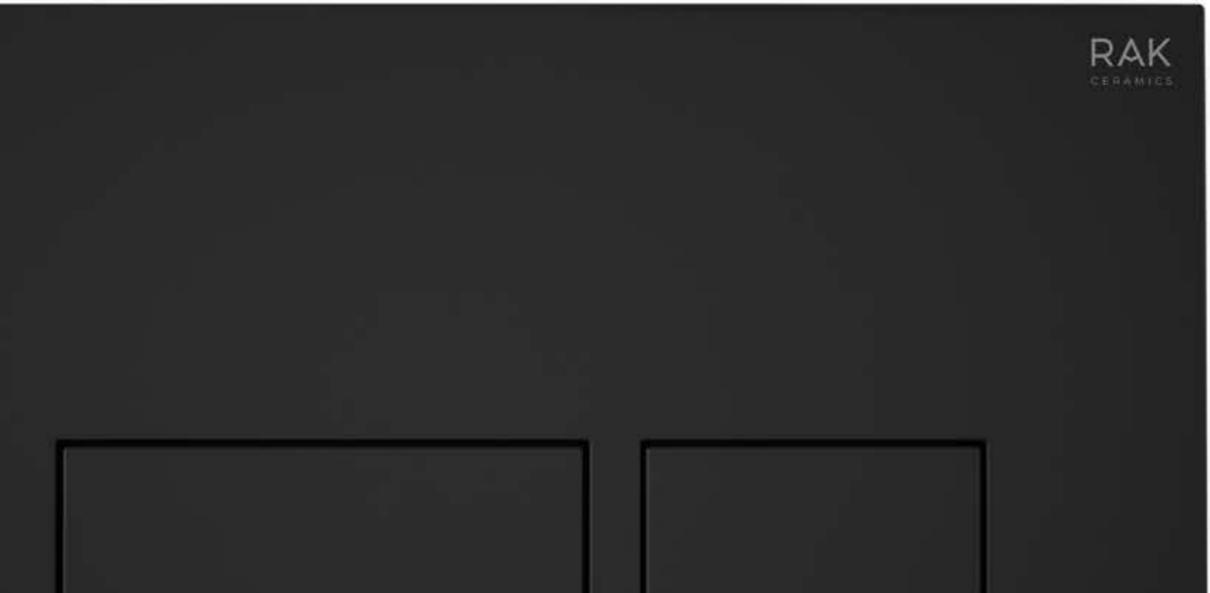
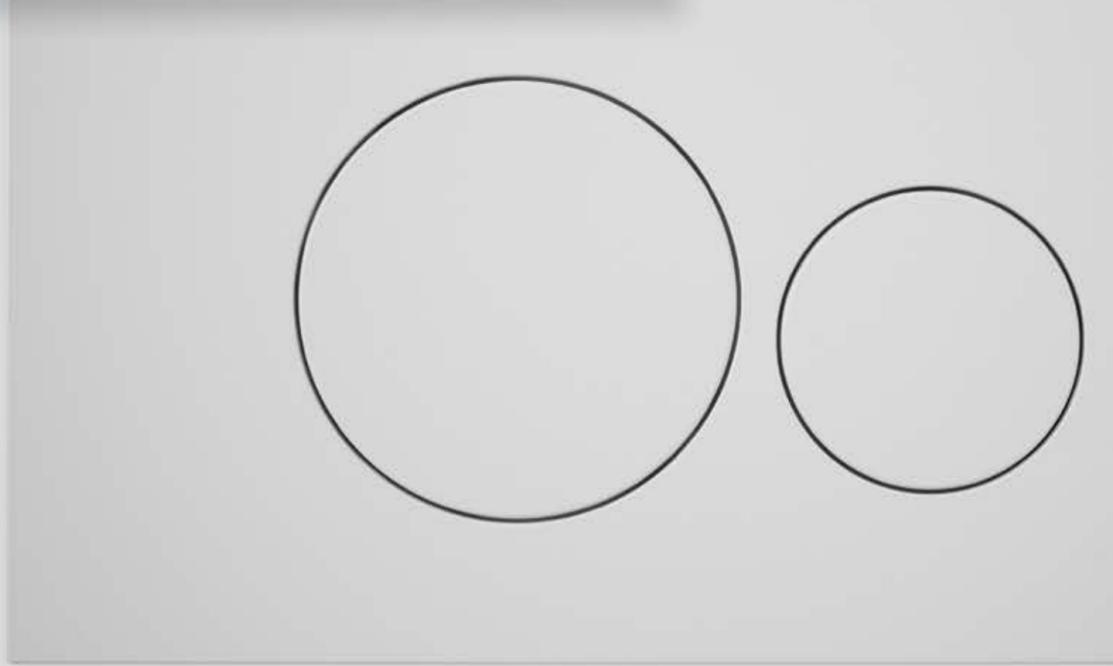
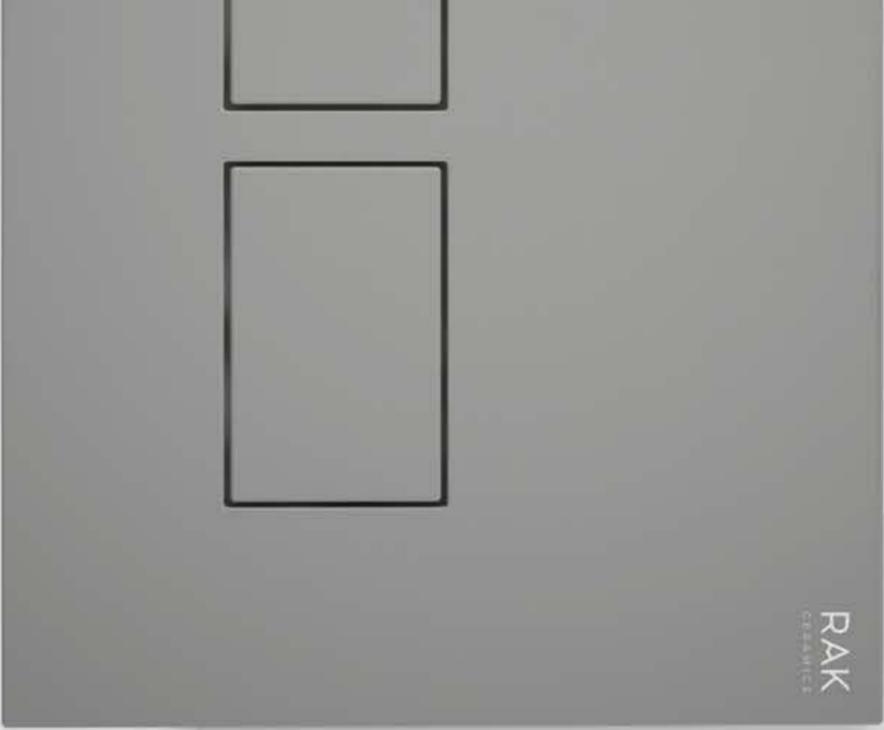
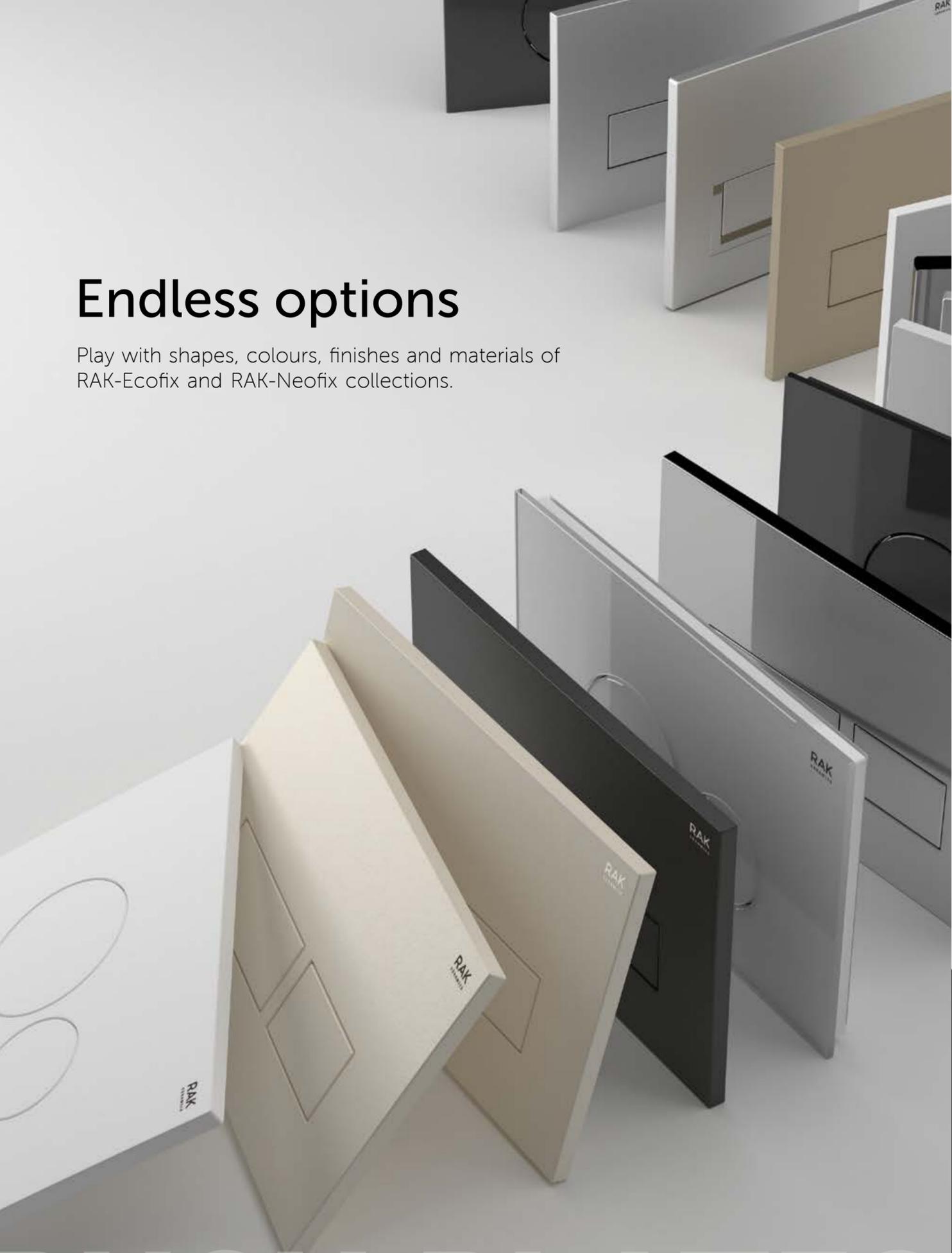


Launched in 2019, RAK-Illusion is one of the most successful new RAK Ceramics collections. The innovative shapes make it suitable for any style chosen for the bathroom and create a surprising effect. Perfect when combined with stone, concrete or resin effect coatings.



# Endless options

Play with shapes, colours, finishes and materials of RAK-Ecofix and RAK-Neofix collections.



# PUSH PLATES

Real size product



# 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 IN MDF



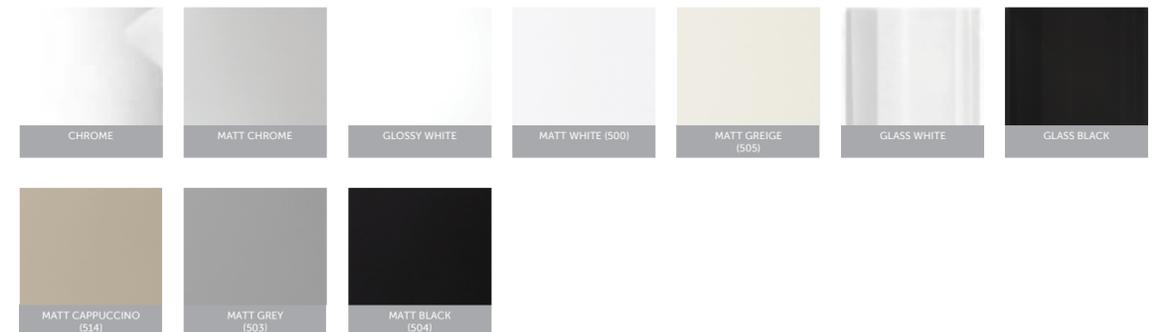
## RAK-PLANO COUNTERTOPS IN RAK SOLID



## RAK-PRECIOUS WASHBASINS



## RAK-ECOFIX PUSH PLATES





## RAK Ceramics DESIGN HUB Dubai New Opening

The new RAK Ceramics design hub, recently opened in D3, showcases the premium range of surfaces and bathroom solutions by rak ceramics: the world's leading lifestyle solution provider. Located in the heart of Dubai's design quarter for designers, architects and developers, the space also allows visitors to find the best solution to bring their ideas to life. With a dedicated materials library, an exclusive section for displaying large-format tiles, the KLUDI faucets' range and the latest Elie Saab surfaces and bathroom collection, this design hub is the best place to experience RAK Ceramics' innovative products and to explore limitless design possibilities.

RAK Ceramics displayed its amazing creations and new design collaborations at ISH Frankfurt in March 2023.

RAK Ceramics has been creating icons for over 30 years, working closely with architects and interior designers and utilising sustainable materials that inspire ideas, shapes, and hues conceived to give free expression to any style. Our passion and expertise, combined with meticulous attention to detail and one of the industry's most advanced research and development departments, consistently deliver a wide range of solutions for small- and large-scale projects, which have become the primary source of inspiration for renowned designers worldwide.

Part five of the ISH Innovation series featured RAK Ceramics' 3D-printed washbasins at ISH. Many other recently launched products were also on display at ISH.



RAK Ceramics is the new main sponsorship of Emirates Club, a Ras Al Khaimah-based UAE football club. The announcement followed hot on the heels of the signing of the Spanish football legend **Andres Iniesta** by the club.

In January 2024, the Italian former National team goalkeeper **Walter Zenga** was announced as the new head coach for the next season and a half.

In the ongoing ADNOC UAE Pro League, RAK Ceramics plays a pivotal role in elevating the club's new venture on the global stage as the most renowned brand from the Emirate of Ras Al Khaimah. Providing further support, RAK Ceramics aims to highlight the new chapter in the illustrious career of one of football's all-time greatest midfielders, Andres Iniesta.

Iniesta's track record includes nine LaLiga titles, four Champions League triumphs with Barcelona, and the unforgettable World Cup-winning goal for the Spanish National team. His move to Emirates Club further ups the tempo in the UAE Pro League amid an upsurge in international football talent acquisition across the region, and will make for an exhilarating season.



RAK Ceramics presents its latest innovations at Cersaie, the international showcase for surface design, bathroom furnishings and finishes for the architectural design.

For 40 years, Cersaie has been the beating heart of an ever-evolving world, where the world's leading manufacturers of surfaces, bathroom furnishings, design and planning meet in a unique commercial hub. Design and technology for architectural design will be the undisputed stars of the exhibiting companies' stands. 5 intense days dedicated to professionals from all over the world, to do business and share innovative ideas. The best place to discover new market trends, get up-to-date and discuss the latest technologies applied to the product.



Salone  
del Mobile  
Milano

16/21-04-2024

Fiera Milano, Rho

HALL 6P, STAND A30

IMAGINE  
YOUR  
SPACE



Imagine a space where your inspiration  
can run free. A world that tells  
your own story, every single day.

At RAK Ceramics we help  
create the perfect living space,  
for you and your loved ones.

Imagine your space.

**RAK**  
CERAMICS

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