

THE MAGAZINE

One Step
Ahead

Lifestyle

NINE ROOMS, EIGHT SURFACES

Maximus

162x324 AND BEYOND

Elie Saab

THE ART OF ELEGANT LIVING

Roberto Cavalli

CREATIVITY, LUXURY, AND ITALIAN STYLE

RAK
CERAMICS



Progress is not about following trends.
It is about shaping what comes next.
At RAK Ceramics, every design begins with a vision:
to create materials that elevate architecture, enrich everyday life and redefine expectations.

One step ahead in innovation.
One step ahead in design.
One step ahead in the way we live.

ONE STEP AHEAD

SURFACES IN USE

Floor: Dune Wind Grey 60X120 cm
Wall: Dune Wind Grey 60X120 cm, Dune Wind Line Decor Caramel 60X120 cm



SURFACES IN USE
Floor: Dune Wind White 60X120 cm
Wall: Dune Wind White 60X120 cm, Dune Wind Line Decor Brown 60X120 cm

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RAK CERAMICS

The World's Leading Ceramics Lifestyle Solution Provider

Proudly rooted in Ras Al Khaimah, UAE, with a global presence and trusted by customers in more than 150 countries

RAK Ceramics is one of the largest ceramic brands in the world. Specializing in ceramic and gres porcelain wall and floor tiles, sanitaryware, faucets and tableware. The company has the capacity to produce 118 million square meters of tiles, 5.7 million pieces of sanitaryware, 36 million pieces of porcelain tableware and 2.6 million pieces of faucets per year at its 23 state-of-the-art plants across the United Arab Emirates, India, Bangladesh and Europe.

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 employs approximately 12,000 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.

Lifestyle

Space first, surface second. Each story is an interior or an exterior, shot as a whole and then in close-up, so the surface can be judged at the distance it is actually seen from.

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01

LIFESTYLE

Living Room

A sand-toned floor that runs uninterrupted from the sitting room to the courtyard, under a single arched niche.



SURFACES IN USE

Floor: French Limestone Taupe 60X60 cm
Outdoor: French Limestone White 60x120 cm
Wall: French Limestone Sand 60x120 cm

COLOR RANGE





CLOSE UPS

Inside and outside on
one continuous plane.



LEFT

Floor: French Limestone Grey 60X120 cm
Wall: French Limestone White 60X120 cm

RIGHT

Floor: French Limestone White 60X60 cm

SURFACES IN USE

Floor: Dune Wind White 60X120 cm

Wall: Dune Wind White 60X120 cm, Dune Wind Line Decor Brown 60X120 cm

LIFESTYLE

Library

The shelving ends; the wall answers. Stone in two registers — a quiet field, then a combed relief that turns flat surface into slow, ruled texture.



CLOSE UPS

Texture does the work
that colour usually does.

LEFT
Wall: Dune Wind Almond 60X120 cm, Dune Wind Line Decor Grey 60X120 cm

ABOVE
Floor: Dune Wind Beige 60X120 cm
Wall: Dune Wind Beige 60X120 cm

COLOR RANGE



Outdoor

03

*A pale deck run flush to the waterline,
framed by timber fins and open sky.*

Outdoor work asks more of a surface than indoor work: grip underfoot, stability under UV, and a colour that will not glare at midday. Here the deck is laid in a soft off-white with a fine grain, taken right to the pool edge and continued under the loggia so the shaded and unshaded halves of the terrace stay visually one room. The sea does the rest.

SURFACES IN USE

Floor: French Limestone White 60X120 cm

COLOR RANGE

CLOSE UPS

The patio should read as one
cohesive space across both levels.



ABOVE
Floor: French Limestone Sand 60X120 cm

RIGHT
Floor: French Limestone Taupe 60X120 cm





SURFACES IN USE

Floor: Dune Wind Grey 60X120 cm

Wall: Dune Wind Grey 60X120 cm, Dune Wind Line Decor Caramel 60X120 cm

Level changes, one material,
no seams the eye can find.



ABOVE
Floor: Dune Wind Brown 60X120 cm
Wall: Dune Wind Line Decor Almond 60X120 cm

COLOR RANGE



ABOVE
Floor: Dune Wind White 60X120 cm
Wall: Dune Wind White 60X120 cm, Dune Wind Line Decor Grey 60X120 cm



LIFESTYLE

Kitchen

A kitchen held in a single brown — wall and floor cut from the same stone, so the room reads as one volume rather than a set of planes. The counter breaks the field in beige: one horizontal line, lit from above, where the work actually happens. Nothing else asks for attention.

SURFACES IN USE

Floor: Luxury Vein 120X280 cm
Wall: Luxury Vein 120X280 cm
Counter Top: Segesta Beige 162X324 cm, Luxury Vein 162X324 cm

COLOR RANGE



CLOSE UPS

One brown volume,
one beige line.

LEFT

Floor: Luxury Vein 120X280 cm
Wall: Luxury Vein 120X280 cm
Counter Top: Segesta Beige 162X324 cm,
Luxury Vein 162X324 cm

RIGHT

Wall: Luxury Vein 120X280 cm
Counter Top: Luxury Vein 162X324 cm



05

LIFESTYLE

Dining

The same brown carries from the wall onto the table, so the two largest surfaces in the room speak in one voice. Underfoot, Terra grounds it — a concrete-effect floor, matt and even, that takes the warmth out of the equation and lets the brown do the talking. Vertical first, then horizontal, with nothing competing in between.



SURFACES IN USE

Floor: Terra Cream 120X120 cm
Wall: Luxury Vein 120X280 cm
Counter Top: Luxury Vein 162X324 cm

COLOR RANGE





CLOSE UPS

Wall and table together

LEFT

Floor: Terra Cream 120X120 cm
Counter Top: Luxury Vein 162X324 cm

RIGHT

Wall: Luxury Vein 120X280 cm
Counter Top: Luxury Vein 162X324 cm



Bathroom

The bathroom is where two surfaces are allowed to meet. Four Season sets the tone on the wall behind the basin; Segesta answers. A deliberate pairing — a meeting point where the room becomes a choice, not a compromise.



SURFACES IN USE

Floor: Segesta Ivory 120X120 cm
Wall: Segesta Ivory 120X280 cm,
Four Season Green book match 120X280 cm

FURNITURES IN USE

Rak-Cove Matt White Bathtub, Kludi-Bozz Bath Mixer Brushed Bronze, Rak-Joy Uno Mirrors, Kludi-Bozz Concealed Two Hole Wall Mounted Basin Mixer Brushed Bronze, Rak-Petit Round Free Standing Washbasin Alpine White.

CLOSE UPS

Quiet on three walls so
the fourth can speak.



ABOVE
Floor: Segesta Ivory 120X120 cm
Wall: Segesta Ivory 120X280 cm
Furniture: Rak-Cove Matt White Bathtub, Kludi-Bozz Bath Mixer Brushed Bronze.

RIGHT
Floor: Segesta Ivory 120X120 cm
Wall: Four Season Green book match 120X280 cm
Furniture: Rak-Joy Uno Mirrors,
Kludi-Bozz Concealed Two Hole Wall Mounted Basin Mixer Brushed Bronze,
Rak-Petit Round Free Standing Washbasin Alpine White.

COLOR RANGE





SURFACES IN USE

Floor: Silver Root Brown 120X280 cm
 Wall: Silver Root Brown 120X280 cm,
 Silver Root Brown Decor 60X120 cm

FURNITURES IN USE

Kludi-Souna Single Lever Concealed
 Bath-Shower Mixer Matt Black, Kludi-
 Nova Fonte Puristic Bath Shower Set
 Is Matt Black, Kludi-Souna Concealed
 Single Lever Basin Mixer Matt Black,
 Rak-Feeling Slim Oval Wash Basin
 Alpine White.



CLOSE UPS

The same stone, twice —
once flat, once combed.

LEFT

Floor: Silver Root Brown 120X280 cm
Wall: Silver Root Brown 120X280 cm
Furniture: Kludi-Souna Concealed Single Lever Basin Mixer Matt Black, Rak-Feeling Slim Oval Wash Basin Alpine White.

ABOVE

Wall: Silver Root Brown 120X280 cm, Silver Root Brown Decor 60X120 cm
Furniture: Kludi-Souna Single Lever Concealed Bath-Shower Mixer Matt Black, Kludi-Nova Fonte Puristic Bath Shower Set 1s Matt Black.

COLOR RANGE



Spa

*A sunken plunge pool, a timber ceiling,
and a wall carved into dunes.*

07

SURFACES IN USE

Floor: Dune Wind Beige 60X120 cm
Wall: Dune Wind Beige 60X120 cm,
Dune Wind Wave Decor Beige 60X120 cm

CLOSE UPS

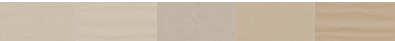
A wall that changes
with the hour.



LEFT
Wall: Dune Wind Almond 60X60 cm

RIGHT
Wall: Dune Wind Caramel 60X120 cm
Floor: Dune Wind Wave Decor Caramel 60X120 cm

COLOR RANGE



08

AMBIENCES

Reception

A book-matched mineral wall behind a grey monolith desk.

SURFACES IN USE

Floor: Donatello Grey 120X120 cm
Wall: Four Season Green book match 120X280 cm
Counter Top: Donatello Grey 162X324 cm

COLOR RANGE



CLOSE UPS

Mirror the slab twice and the wall becomes architecture.



ABOVE
Floor: Donatello Grey 120X120 cm

RIGHT
Floor: Donatello Grey 120X120 cm
Wall: Four Season Green book match 120X280 cm
Counter Top: Donatello Grey 162X324 cm



09

LIFESTYLE

Café

An immersive coffee bar where the aroma of freshly roasted coffee meets a world of colour and design. Saturated hues and colourful flakes emerge from the material, expand into the space, and become elements you can step into, move through, and experience.



SURFACES IN USE

Floor: San Marco Red 120X120 cm
Wall: San Marco Red 60X120 cm, San Marco Ivory 60X120 cm
Counter Top: Travertine Osso Light Beige 162X324 cm

COLOR RANGE





CLOSE UPS

Different base colours define each surface, while the coloured flakes create a shared visual language that connects them throughout the space.

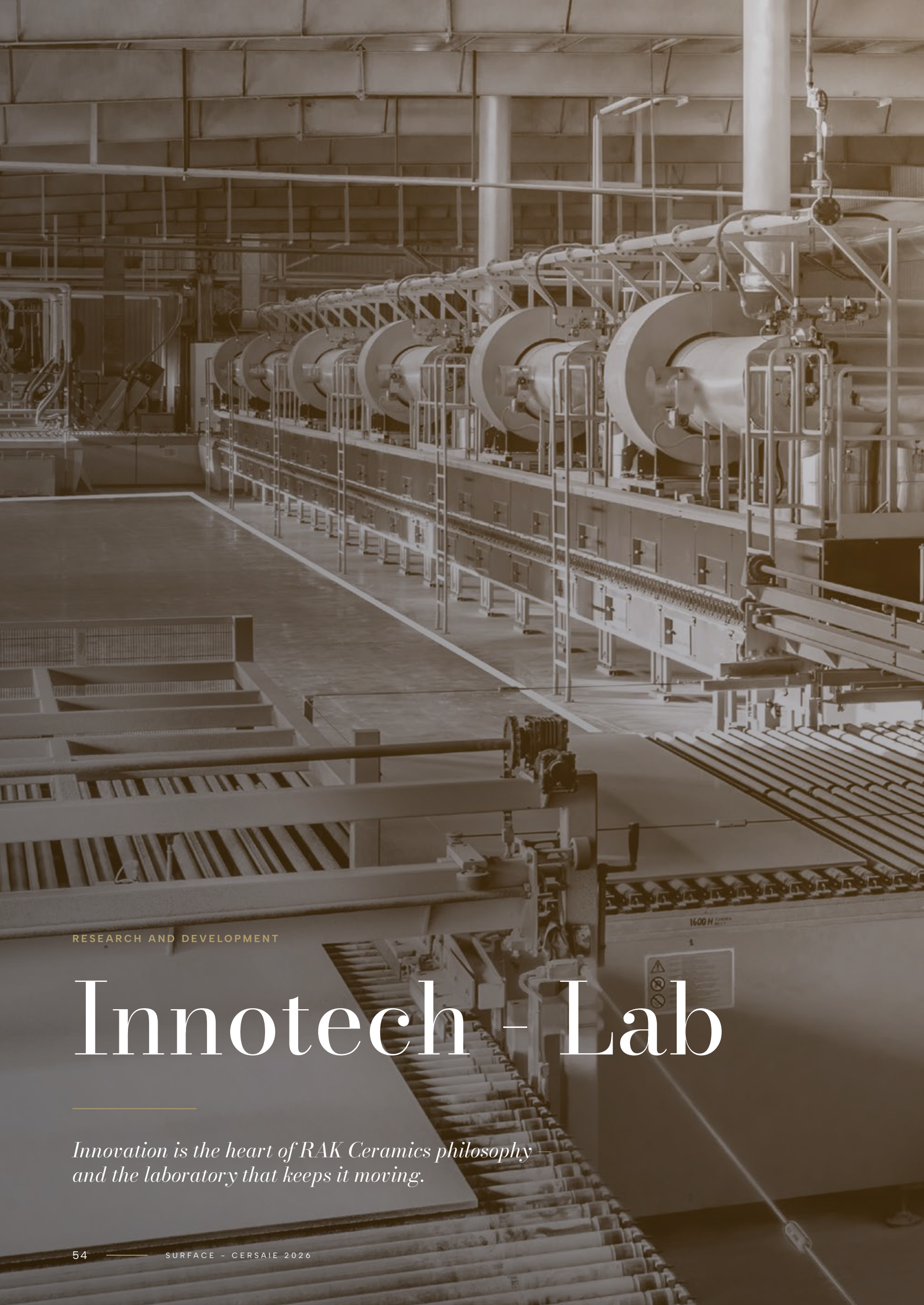
LEFT

Wall: San Marco Light blue 60X120 cm

RIGHT

Floor: San Marco Anthracite 120X120 cm





RESEARCH AND DEVELOPMENT

Innotech - Lab

*Innovation is the heart of RAK Ceramics philosophy
and the laboratory that keeps it moving.*

RAK CERAMICS SYNC EFFECT High definition structures using digital technolog	RAK CERAMICS SCRATCH GUARD Enhanced scratch resistance without compromising on gloss and elegance.
RAK CERAMICS SOFTTECH advanced surface technology designed for seamless application in both indoor and outdoor environments.	RAK CERAMICS 3D SHAPE 3D texture, surfaces, colour in unique materials
RAK CERAMICS ANTISLIP Antislip technology for indoor and outdoor application	RAK CERAMICS ANTISLIP Antislip technology for indoor and outdoor application
RAK CERAMICS KLIMA Surface capable to absorb and repel heat or cold according to individual needs	RAK CERAMICS THROUGH BODY VEINS Body through stone and marble veining
RAK CERAMICS HIGH PERFORMANCE Technical and versatile surfaces suitable for any kind of usage	RAK CERAMICS LUCE Backlighting high tech
RAK CERAMICS ORBIT 3Rs Sustainable surfaces and designs made up to 95% of recycled materials	RAK CERAMICS FLAKE SET Flake Set technology seamlessly blends look of natural stone into tiles
RAK CERAMICS RAK-SANit Antibacterial solution for healthier environment	RAK CERAMICS ABSOLUTE MATT Extra matt surface with no glossy

MAXIMUS

162x324 and beyond

*From the largest to every detail.
Maximus redefines surface possibilities.*

Versatility meets innovation

In a move set to redefine modern design, Maximus has introduced its expanded range of solutions, now available in striking 162x324 cm, 144x305 cm, 120x280 cm, 120x120 cm, 60x120 cm and 60x120 cm 20 mm. These new dimensions bring a blend of aesthetic sophistication and technological advancement to contemporary interiors, offering solutions for countertops, floors and walls. The Maximus surfaces are notable not only for their vast scale but also for their exceptional durability. Designed to endure even the harshest conditions, these tiles offer long-lasting beauty, making them ideal for both residential and commercial applications. The range includes surfaces with thicknesses of 6 mm, 9 mm, 12 mm, 14 mm and 20 mm, aligning with the latest design trends and professional needs.

The new 162x324 cm Maximus provides a versatile option for a variety of surfaces. Its substantial size and technical features make it suitable for porcelain stoneware countertops, large indoor and outdoor surfaces, and even as cladding for ventilated facades. This adaptability extends to bespoke furniture elements, such as bathroom and kitchen worktops. In today's design landscape, where versatility and durability are paramount, porcelain big sizes are gaining popularity. Their expansive format not only enhances aesthetic appeal but also ensures resilience. This combination makes them a preferred choice for contemporary spaces seeking both style and substance.

162x324
↑ 12 mm

144x305
↑ 14 mm

120x280
↑ 9 mm
↑ 6 mm

162x162
↑ 9 mm

120x120
↑ 9 mm

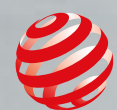
60x120
↑ 20 mm
↑ 9 mm

MAXIMUS

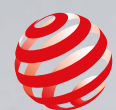
ECOCYCLE

Re-Use

The first 100% sustainable tile



reddot winner 2026
materials and surfaces design



reddot winner 2026
sustainable design



Quartz · Mineral

Re-use series represents our brand's dedication to sustainability, featuring collections that reflect an environmentally conscious production approach guided by stringent sustainability standards. The first tiles made entirely from pre-consumer recycled material. Eco-design here is an evolving process: materials regenerated, resources reduced, methods refined with every production cycle. Waste becomes a surface that meets the same exacting standards of quality and performance as every other product in our range. Fewer raw materials. Less waste. Lower emissions.

100%

PRE-CONSUME
RECYCLED
PORCELAIN TILES

SURFACES & WELLNESS COLLECTIONS

The Art of Elegant Living

Founded in Beirut in 1982, ELIE SAAB has grown into one of the leading international fashion houses — a name synonymous with timeless elegance, exquisite craftsmanship, and a distinctly refined art de vivre.





Bathrooms: A Sanctuary of Design

A refined harmony of wood, metal and marble, shaped into elegant, sculptural spaces. Ceramic craftsmanship and precision bring every detail together with effortless sophistication.

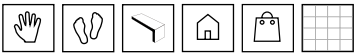
Surfaces: A Language of Texture

Refined forms, nuanced colours and rich textures come together through meticulous craftsmanship, creating pieces of understated elegance.

Autumn Symphony

PORCELAIN TILES

Matt • Rectified • Smooth



144X305 cm (56.69" x 120")

14mm

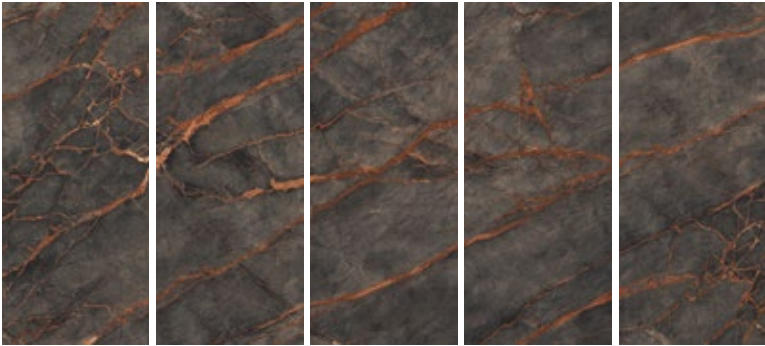


120X280 cm (47.24" x 110.23")

120X120 cm (47.24" x 47.24")

9mm

Design variations 120x280 cm



Marble Lux Anthracite



Marble Lux Light Grey

Autumn Symphony

PORCELAIN TILES

Matt • Rectified • Smooth

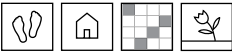


120X280 cm (47.24" x 110.23")

120X280 cm (47.24" x 110.23") Decor

120X120 cm (47.24" x 47.24")

60X120 cm (23.62" x 47.24")



60X120 cm (23.62" x 47.24")

20mm

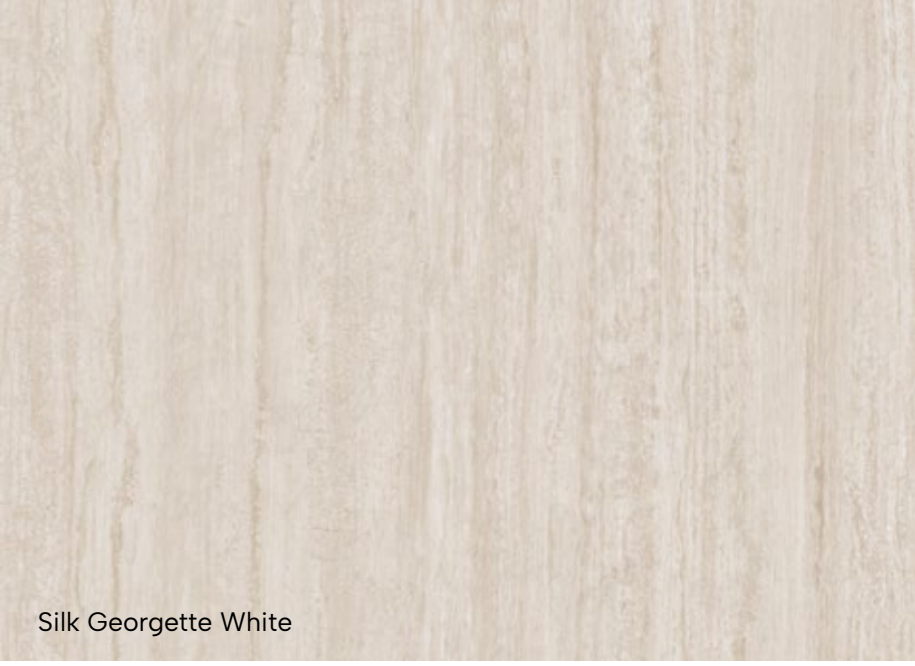
Design variations 120x280 cm



Silk Georgette Beige



Silk Georgette Beige Decor



Silk Georgette White



Silk Georgette White Decor

SURFACES & WELLNESS COLLECTIONS

Creativity, Luxury, and Italian Style

Globally recognized for its bold aesthetic and unmistakable identity, Roberto Cavalli embodies creativity, craftsmanship, and contemporary Italian luxury.





Roberto Cavalli Surfaces and Wellness

Roberto Cavalli Surfaces and Wellness represents the natural evolution of the Maison's design vision, bringing its distinctive aesthetic into the world of interiors. Inspired by the brand's iconic codes—animal

motifs, rich textures, leather, metals, and natural elements—the collection translates the essence of Roberto Cavalli into sophisticated surface and bathroom solutions.

Glow Fossil

PORCELAIN TILES
Matt • Rectified • Light Structure

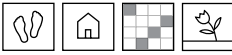


▼
9mm
▲

120X120 cm (47.24" x 47.24")
60X120 cm (23.62" x 47.24")
120X120 cm (47.24" x 47.24")
Decor
60X120 cm (23.62" x 47.24")
Decor

RAK CERAMICS

SOFTECH



▼
20mm
▲

60X120 cm (23.62" x 47.24")

RAK CERAMICS

SOFTECH



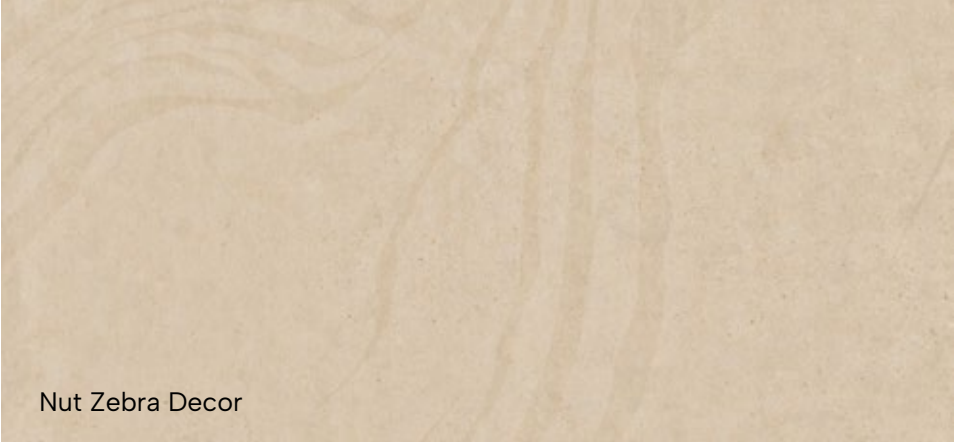
Ivory



Ivory Zebra Decor



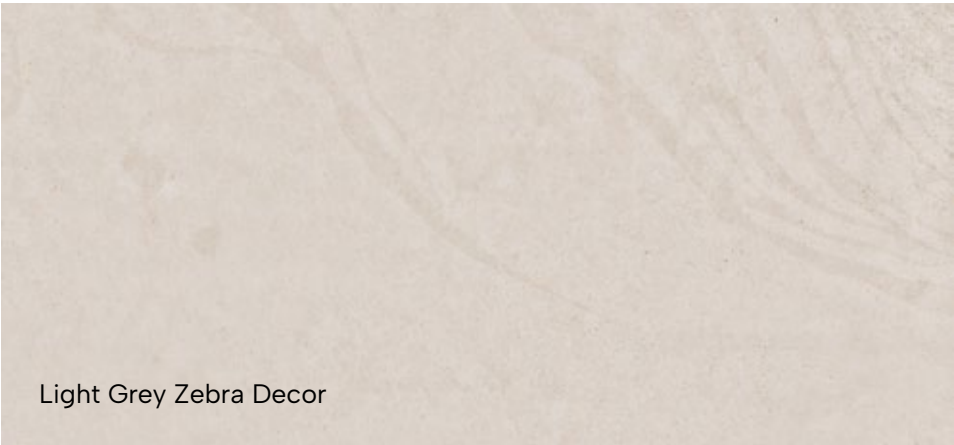
Nut



Nut Zebra Decor



Light Grey



Light Grey Zebra Decor

Obsidian

CERAMIC TILES
Matt • Unrectified • Light Structure



▼
9mm
▲

6.5X26 cm (0.39" x1 0.23")
Brick



White



Bronze



Brown

PRODUCT TECHNICAL

Surface Preview Cersaie 2026

<i>Donatello</i>	77
<i>Dune Wind</i>	82
<i>Four Season</i>	78
<i>French Limestone</i>	88
<i>Luxury Vein</i>	86
<i>San Marco</i>	89
<i>Segesta</i>	76
<i>Silver Root</i>	87



Segesta, Donatello, Four Season



Segesta

PORCELAIN TILES

Matt • Rectified • Smooth



▼
12mm
▲

162X324 cm* (63.77”x 127.55”)

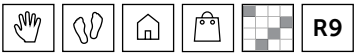
RAK CERAMICS

RAK-SANIT



▼
9mm
▲

120X120 cm (47.24” x 47.24”)
60X120 cm (23.62” x 47.24”)



▼
6mm
▲

120X280 cm (47.24” x 110.23”)

* Provided with mesh upon request

Design variations 120x280 cm



Ivory



Beige

Donatello

PORCELAIN TILES

Matt • Rectified • Smooth



▼
12mm
▲

162X324 cm* (63.77”x 127.55”)

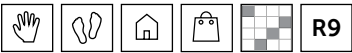
RAK CERAMICS

RAK-SANIT



▼
9mm
▲

120X120 cm (47.24” x 47.24”)
60X120 cm (23.62” x 47.24”)

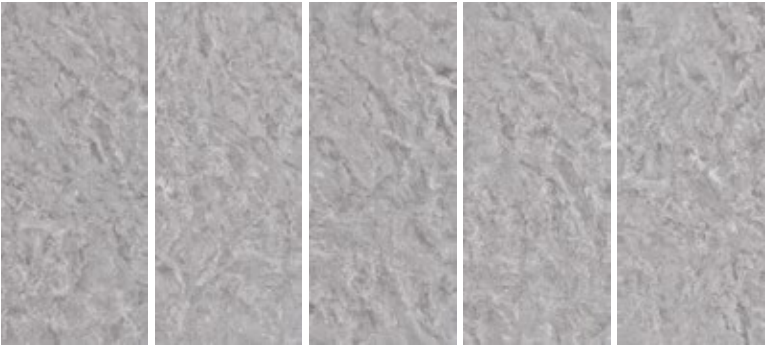


▼
6mm
▲

120X280 cm (47.24” x 110.23”)

* Provided with mesh upon request

Design variations 120x280 cm



Grey



Light Grey

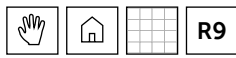
Four Season

PORCELAIN TILES

Matt • Rectified • Smooth



▼ 162X324 cm* (63.77"x 127.55")

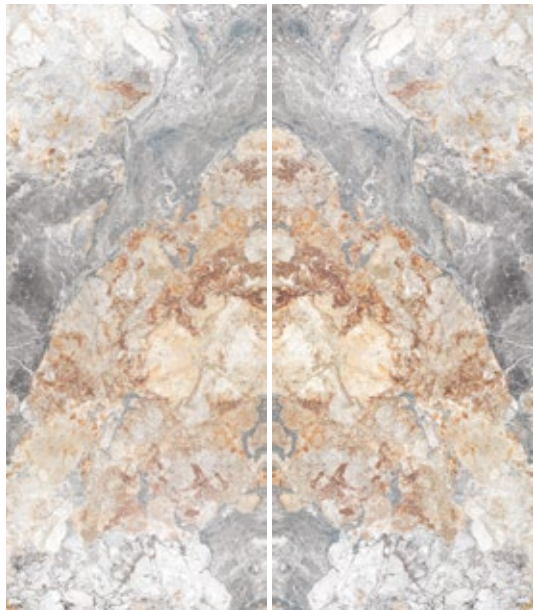


▼ 120X280 cm (47.24" x 110.23")

Book Match

* Provided with mesh upon request

120x280 cm book match



Green



Dune Wind



Dune Wind

PORCELAIN TILES

Matt • Rectified • Light Structure



MAXIMUS



162X324 cm* (63.77"x 127.55")



60X120 cm (23.62" x 47.24")

60X60 cm (23.62" x 23.62")

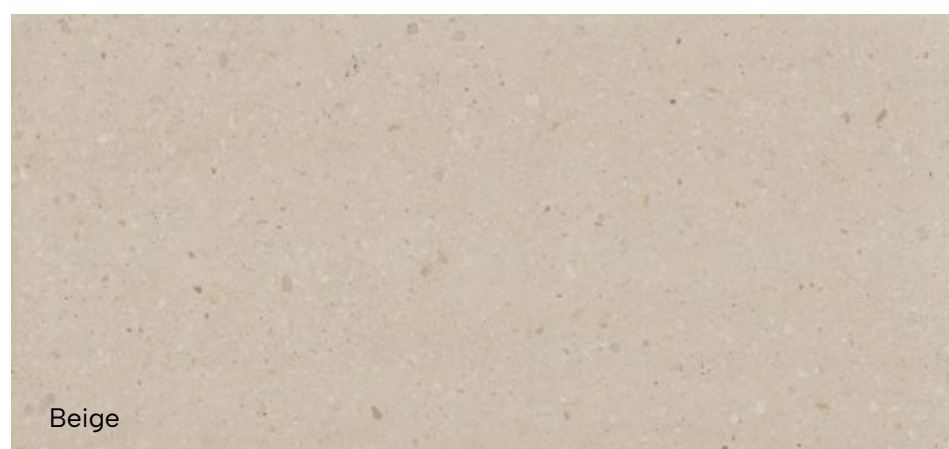
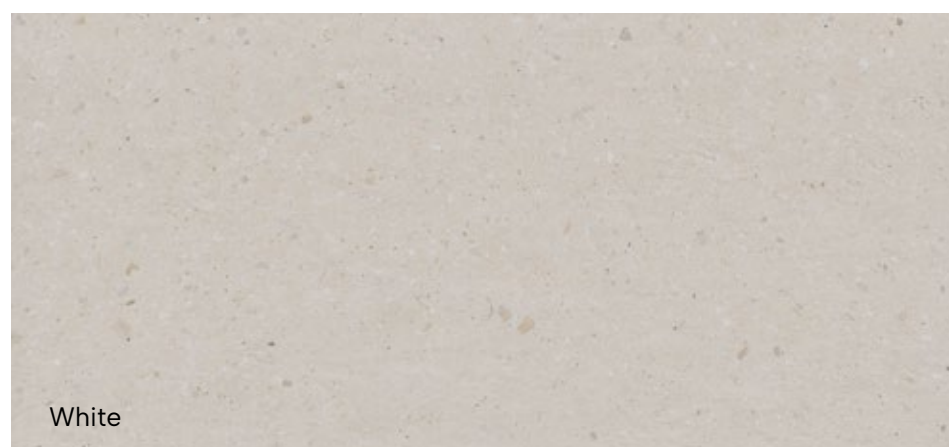


60X120 cm (23.62" x 47.24")



* Provided with mesh upon request

Colors available for countertop & outdoor –
white, grey, almond, beige



Dune Wind Wave Decor

PORCELAIN TILES

Matt • Rectified • Light Structure



60X120 cm (23.62" x 47.24")



Dune Wind Line Decor

PORCELAIN TILES
Matt • Rectified • Heavy Structure



▼ 9mm ▲
60X120 cm (23.62" x 47.24")



Grey

White

Beige

Almond

Caramel

Brown



Luxury Vein

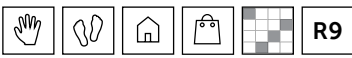
PORCELAIN TILES

Matt • Rectified • Smooth



MAXIMILIS

162X324 cm* (63.77"x 127.55")



MAXIMILIS

120X280 cm (47.24" x 110.23")



* Provided with mesh upon request

Design variations 120x280 cm



Brown

Silver Root

PORCELAIN TILES

Matt • Rectified • Smooth / Heavy Structure



MAXIMILIS

162X324 cm* (63.77"x 127.55")

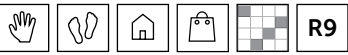


MAXIMILIS

60X120 cm (23.62" x 47.24")



Decor (Heavy Structure)



MAXIMILIS

120X280 cm (47.24" x 110.23")



* Provided with mesh upon request

Design variations 120x280 cm

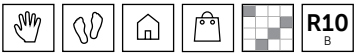


Brown

Brown Decor

French Limestone

PORCELAIN TILES
Matt • Rectified • Light Structure



▼
9mm
▲

60X120 cm (23.62" x 47.24")
60X60 cm (23.62" x 23.62")

RAK CERAMICS

SOFTECH



▼
20mm
▲

60X120 cm (23.62" x 47.24")

RAK CERAMICS

SOFTECH



White



Grey



Sand



Taupe

San Marco

PORCELAIN TILES
Polished • Rectified • Smooth



▼
9mm
▲

120X120 cm (47.24" x 47.24")
60X120 cm (23.62" x 47.24")

RAK CERAMICS

FLAKE SET

RAK CERAMICS

HIGH PERFORMANCE



Ivory



Light grey



Light blue



Grey



Red



Anthracite

Icons

COLOUR VARIATIONS



V1
EVEN

The least amount of shade variation attainable.



V2
LIGHT

Light to moderate shade variation within each carton.



V3
MEDIUM

Medium to high shade variation within each carton.



V4
STRONG

Very high shade variation within each carton.

INDICATIONS FOR USE



WALL
TILES



FLOOR
TILES



COUNTERTOP
SURFACE

SUGGESTED APPLICATIONS



DOMESTIC
PURPOSE

Residential areas, hotel rooms, bathrooms



LIGHT
COMMERCIAL
TRAFFIC AREA

Indoor public areas subject to medium pedestrian traffic such as restaurants, bars, offices, shops, hotel public areas, convention rooms.



OUTDOOR

Outdoor public environments subject to medium pedestrian traffic such as outdoor terraces, stairs, corridors, raised paving, private garden, swimming pool and wellness areas.

Always check the slipperiness characteristics according to the intended environment, in conformity with applicable regulations or laws.

R RATING

R9

indicates a normal grip with an inclination plane from 3° to 10°

R10

indicates a medium grip with an inclination plane from 10° to 19°

R11

indicates a high grip with an inclination plane from 19° to 27°

CLASSIFICATION	TYPICAL APPLICATIONS	MEAN CRITICAL ANGLE VALUE
Class A	Barefoot, but mainly dry aisles and walkways, dry changing areas.	≥ 12 °
Class B	Shower rooms, pool surrounds, wet changing areas (plus all areas covered by Class A).	≥ 18 °
Class C	Areas constantly under water, e.g. steps into pools, foot baths, inclined pool surrounds, Jacuzzis (plus all areas covered by Class A and B).	≥ 24 °

Contact

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