

MAGAZINE

LIFESTYLE SOLUTIONS

Ed. 1/2023

ELIE SAAB RAK-REMAL DARKINK RAK-ETHER RAK-BATU DARKINK
FURNITURE | RAK-COVE | RAK-DES | RAK-CONTOUR | RAK VALET | RAK-FEELING | PUSH PLATES

JANUARY 2023



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.

ISH

13. – 17. 3. 2023
Frankfurt am Main

RAK Ceramics showcases its latest collections at ISH Frankfurt, the world's leading trade fair for HVAC and water.

ISH focuses on the responsible management of water and energy in buildings. It sets trends for modern bathroom design, sustainable heating and air-conditioning technology as well as intelligent home systems.





ELIE SAAB

WHERE LUXURY DESIGN MEETS CERAMIC EXPERTISE

Founded in Beirut in 1982 by Elie Saab himself, today the ELIE SAAB brand is one of the leading international fashion houses synonymous with contemporary design, elegance and luxury living. Collaborating with RAK Ceramics through a shared vision of exquisite design craftsmanship and uncompromising ceramics excellence to create the ELIE SAAB Bathroom & Surface Collections.

Stunning and sophisticated finishes, elegant marble textures, classic and contemporary colour combinations are all produced using only the finest raw materials and the latest technology. The ELIE SAAB Bathroom & Surface Collections inspire interior designers and architects to create unique, luxurious and decadent living environments.



ELIE SAAB



METAL DISC WITH REAL DIAMONDS
14.05ct (30x30cm) & 6.20ct (20x20cm)

Luxury living at every touch





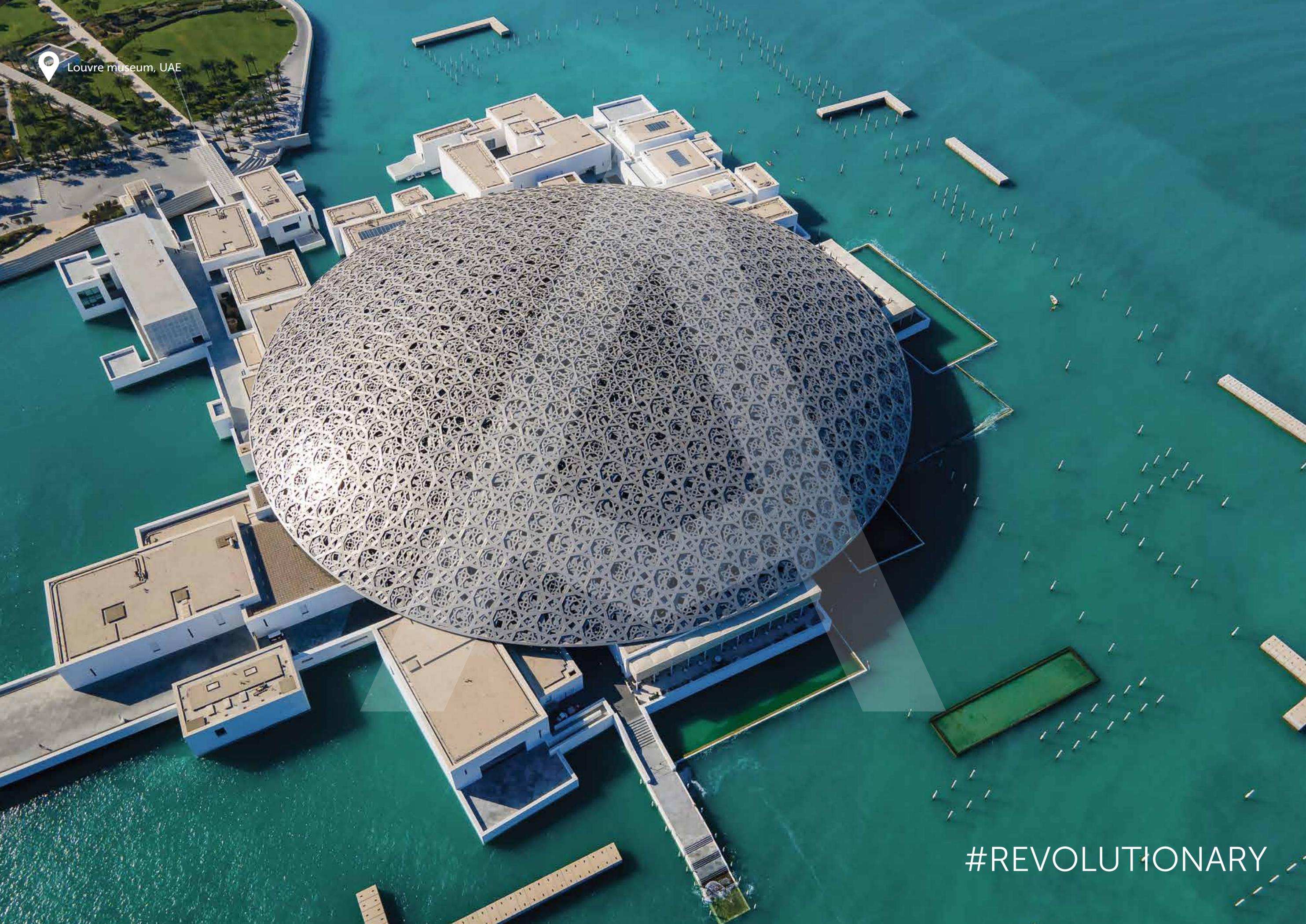
Exquisite Surfaces

Every edge, colour, format and texture is carefully considered. Every touch is enhanced by exquisite design, and every detail is produced using the finest craftsmanship.

Exceptional Bathrooms

A multitude of possibilities, combining woods, metals and marbles. Ergonomic and geometric spaces are created using ceramic expertise and manufacturing precision.

 Louvre museum, UAE



#REVOLUTIONARY

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.





Sahar is an industrial designer by training and an entrepreneur and design advocate by heart. She is one of the most awarded designers in the Middle East and is considered a pioneer in product design. Her design work ranges from medical design to new concept furniture. At the same time, Sahar works hard at developing new talent and inspiring design thinking in the Middle East through talks, mentoring, workshops and using design to empower under privileged communities.

In conversation with... Sahar Madanat

Would you call yourself a pioneer of women's leading role in the product design industry in the Middle East?

Working as a product designer, and even pioneering in the MENA region in the field, has always felt very natural to me, even if the first movers always take the responsibility to open new ways. I've always considered it very natural and challenging at the same time. Design field, actually needs more women, as they make most buying decisions in households.

How your home country and culture influence your approach to design?

Jordan is not a resource rich country. I grew up hearing this, and hearing that necessity is the mother of all invention. These 'realities' along with my inquisitive and experimental nature has lead me (I think) to approach design with a discovery mindset. Our culture is also very much built on community and generosity and heritage. This has left me with empathy for others, and awareness that my decisions/actions as designer could have an effect on the community. Over the years I have worked with many artisans and supported founders in their products and startups to create a stronger ecosystem and economy through design. This feeling of responsibility to your community is very much embedded in me because of our culture and ties. It is also present in our collaboration with RAK ceramics, as we approached the concept of cleanliness as it is viewed in Arab heritage, a bathroom was referred to as "Bayt Alraaha" "the home of rest". This was key in inspiring the feeling of the collection.

What inspired you in designing RAK-Remal? Which aspects of a design did you focus on more?

RAK-Remal was inspired by a moment of tranquility. Imagine the feeling you have standing amidst beautiful sand dunes. The quiet of the space and the soft forms of the golden sand surrounding you. The open sky and the wind against your face. We focused on capturing that feeling of rejuvenation when working on the form. Every aspect of the collection was considered to bring people closer to the feeling, that raw, organic and inspiring movement that sand gives. The shape of the washbasins comes from this inspirational image and even the "sandy look" new finish, makes special what would otherwise be a common matt white glaze.

What's the meaning of the sand as a source of inspiration?

Sand has therapeutic qualities. It makes us feel serene and grounded. It's used in many cultures for its meditative qualities. Sand is also very beautiful and majestic when you consider dunes in the desert. It moves with the wind and the touch of a hand or a hoof of a horse to form beautiful shapes. Impressions in sand represent moments, memories and emotions.

What's the design philosophy of Sahar Madanat?

I am a person who is very passionate about the problem solving and discovery phase in the design process. I thrive on finding the perfect balance between form and function. My design philosophy is driven by this passion in pursuing the perfect mix between usability, feasibility and emotional connections. Design is science and art working together to add value and improve our lives.

What influences your design style?

People and simplicity. At my studio, Twelve Degrees, we immerse ourselves in understanding user behavior and user needs. It's an integral part of our design process. We also work on continuously simplifying design concepts for only what's really needed. As simplicity in design is actually quite difficult to achieve. But I am a believer in "less is more". So when we create something new, we consider if it's adding value, how sustainable it is and can it be refined, does it have a story worth telling? This approach has rendered our work to feel minimal and innovative.

How was your collaboration with RAK Ceramics?

It went very well! RAK ceramics is very much design focused and provides a lot of creative space for designers to work. Their team played a very big role in making the concept a reality with their technical expertise. I am extremely excited to see how this collection will grow in the coming years.

RAK-REMAL



Impressions in sand

RAK-Remal is the new RAK Ceramics bathroom collection made in collaboration with Sahar Madanat, one of the most emergent and talented product designer in the Middle East. She was inspired by the dynamic forms of the sand dunes shaped by the wind, to create the sculptural design of the collection. All the washbasins are available in two different finishes: glossy white and the earthy & natural look Mica White, a new artistic glaze obtained adding particles of Mica in the mix (Muscovite mineral). The extra comfortable sanitaryware of RAK-Remal will feature Reelflush, the new dual flushing technology, extra silent and water saving.



A place for rest and calm, a place to restart

We all aspire to relax and rejuvenate our minds and souls every once in a while. Living close to nature or visiting the calm and tranquil desert, revives the soul. By sitting under the stars, feeling the soft texture of sand and admiring the beautiful dunes during sunset, we are inspired, we are grounded, we are connected to earth.

RAK-REMAL

Design by
Sahar Madanat



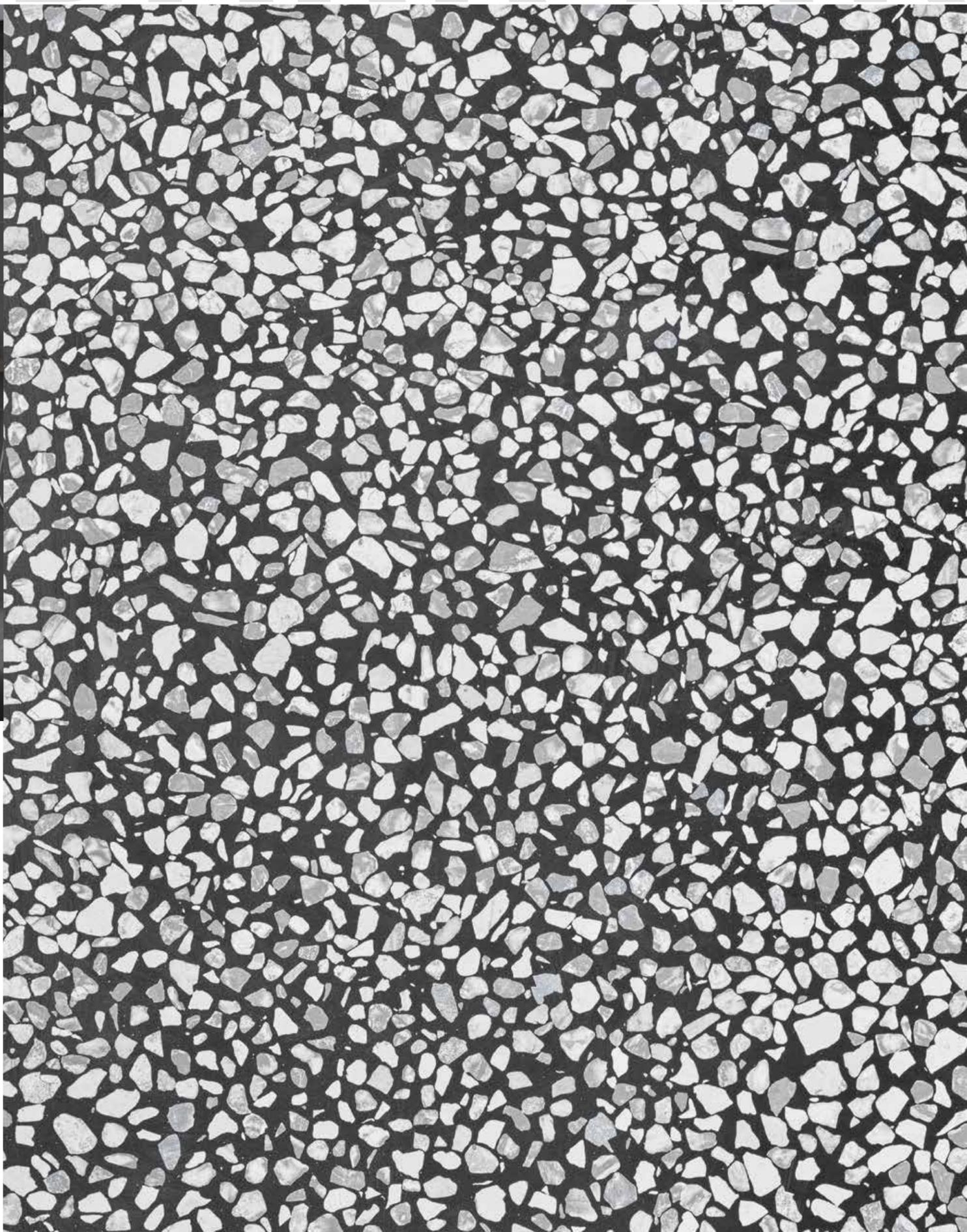


Close to nature, inspired by sand.

RAK-Remal, (Sands) is inspired by the interplay of textures and forms in the desert. The interaction of sand with the wind. How sand is shaped by the hooves of a horse or pushed away with a stroke of a hand. The stillness and serenity of the desert. These natural and raw elements that form beautiful soft shapes simply by moving sand. The feeling they emit and the inspiration they bring are what inspired the design language in this collection, in which every detail is designed to bring us closer to nature. To revive and refresh from the hustle of life.



DARK INK



Design and elegance in monochrome

Venice, one of Italy's wonders, is known for transforming even simple objects like glass into a work of art. Even on the Venetian floor, the sensitivity and talent of artisans was able to transform it into timeless beauty.

In Dark Ink, the disorder of the terrazzo granules finds harmony in the colours of black and white, resulting in a modern reinterpretation of Venetian battuto flooring. The mosaic and black brick in matt finish add design and elegance to the collection

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.

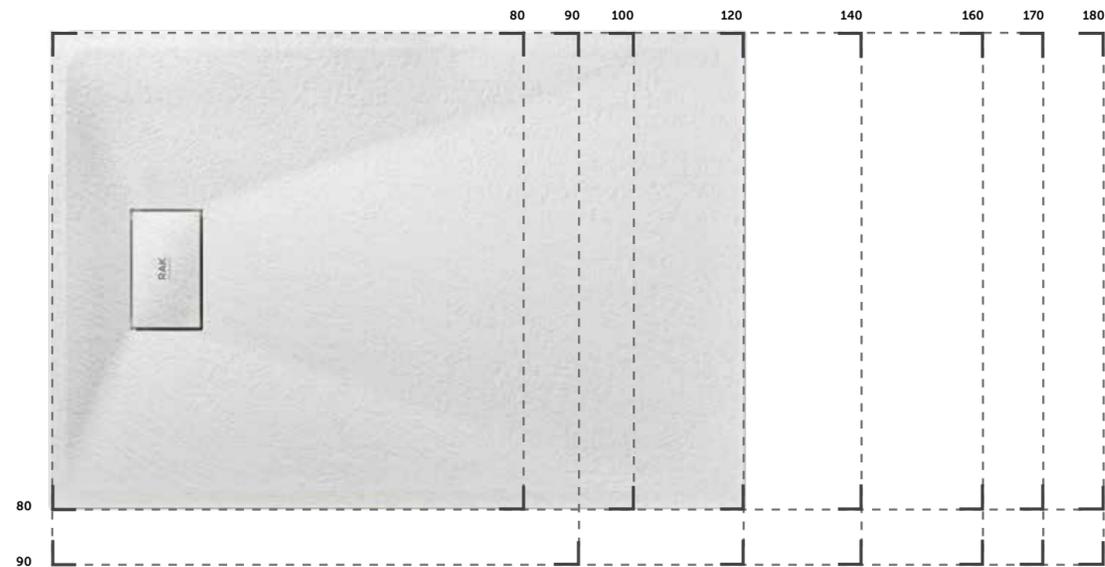
Designed by Daniel De Biasi and Federico Sandri, the washbasin collection **RAK-Variant**, is now available in the new Matt Black and Matt White finishes. A modular system that meets all the bathroom design needs. **RAK-Petit**, is the second chapter of the successful collaboration with Maurizio Scutellà. 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

Design by
Giuseppe Maurizio Scutellà

RAK-ETHER



The quintessence of design

Also known as the fifth element or quintessence, ether represents lightness: something so light to overcome the force of gravity. This is where the concept of these ultra slim (only 2,6cm) RAK Ceramics shower trays was born. Made in RAKSOLITE, a lighter composition compared to our durable solid surface RAKSOLID, it is as well composed of a mixture of natural minerals and resins.

The RAK-Ether shower trays in RAKSOLITE present slate like aesthetical characteristics while granting anti-slip safety. The elegant matt white finish of RAK-Ether and the availability in 13 different sizes, give a distinctive feel to the shower area. The reduced weight of these shower trays (on average 2,5 times lighter than other trays) and the possibility of easy on-site customization (wood tools cutting) makes them even more versatile and easy to handle and install.





Matching colors



metamorfosi cotton



metamorfosi cord



metamorfosi cloud



metamorfosi olive



Inspired by nature

Metamorfosi is RAK Ceramics' latest innovative product, marking a new era in the company's creative journey and design capabilities.

The collection combines the material charm of trowelled resin-effect porcelain slabs with multiple vivid colours and bold décors.

Drawing on the scenic beauty of large-format slabs, the series features a striking spectrum of nature-inspired forms and colours. From vibrant blue, ivory and pink tones as base colours to lush tropical leaves and blossoming flowers as decorative patterns, Metamorfosi pays tribute to nature's majestic shapes and visual effects. The surface movements are beautifully rendered on the ceramic tile, as if applied by hand with a spatula, in a modern revisitation of Venetian plaster techniques.

Available in 9 colours and 11 decors, this truly eclectic collection offers a multitude of interior design applications and combinations. An ideal choice for residential and commercial settings alike.

With Metamorfosi, RAK Ceramics officially enters a new exciting chapter in terms of colour palettes and decorative styles.





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.

RAK-BATU



#SUSTAINABILITY



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.

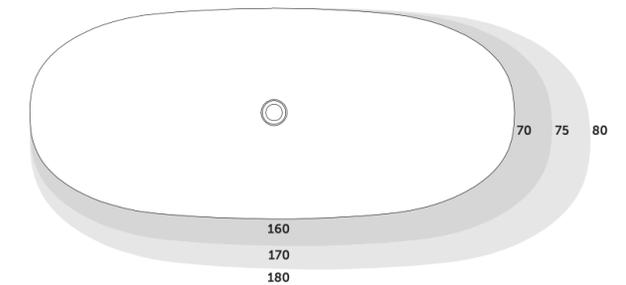
RAK-Plano is a one-piece vanity top, without joints that can be drilled and cut (if necessary) directly on site, allowing you the greatest freedom in positioning the washbasins and mixers. RAK-Plano countertop surfaces combine elegance, durability and practicality, transforming your RAK-Joy or RAK-Joy 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.





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.



Comfortably affordable shapes

A generously built freestanding bathtub with a contemporary and comfortable feel, available in three essential shapes: oval, round and rectangular. RAK-Contour bathtubs are made of high-quality acrylic, a durable material with a timeless glossy white finish that can perfectly complement all other ceramic bathroom products.



OVAL 180X80CM



ROUND 180X80CM



RECTANGULAR 180X80CM



RAK-CONTOUR



#FUTURISTIC

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, Object, 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).

Photo credit: Alistair Taylor Young

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 clients' 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.



Dream in colour

Imagine your ideal bathroom where quality and harmony merge with functionality to give you the utmost comfort and then imagine it in colour. RAK-Feeling is the complete collection of shower trays and washbasins, water closets and bidet, made with innovative materials and coordinate colours to perfect your moments of relaxation in a total look ambience.

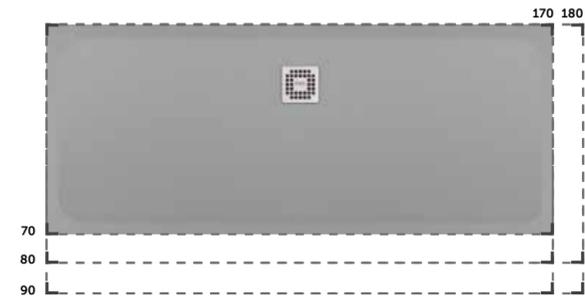


RAK-FEELING

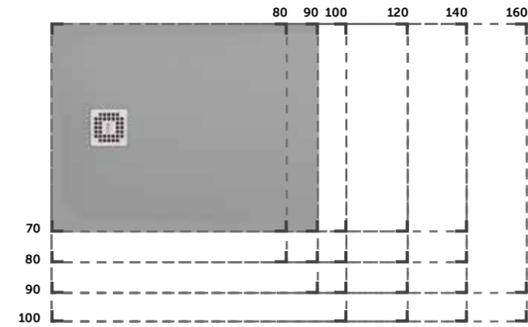




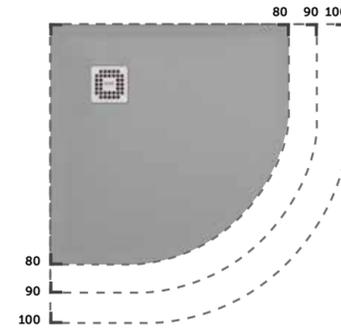
BATHTUB REPLACEMENT



RECTANGULAR



QUARDANT



INSTALLATION VARIANTS

FLUSH TO FLOOR

SEMI-RECESSED

ON THE FLOOR



RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS
MATT WHITE (500)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS
MATT GREIGE (505)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS
MATT CAPPUCCINO (514)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS
MATT GREY (503)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS
MATT BLACK (504)

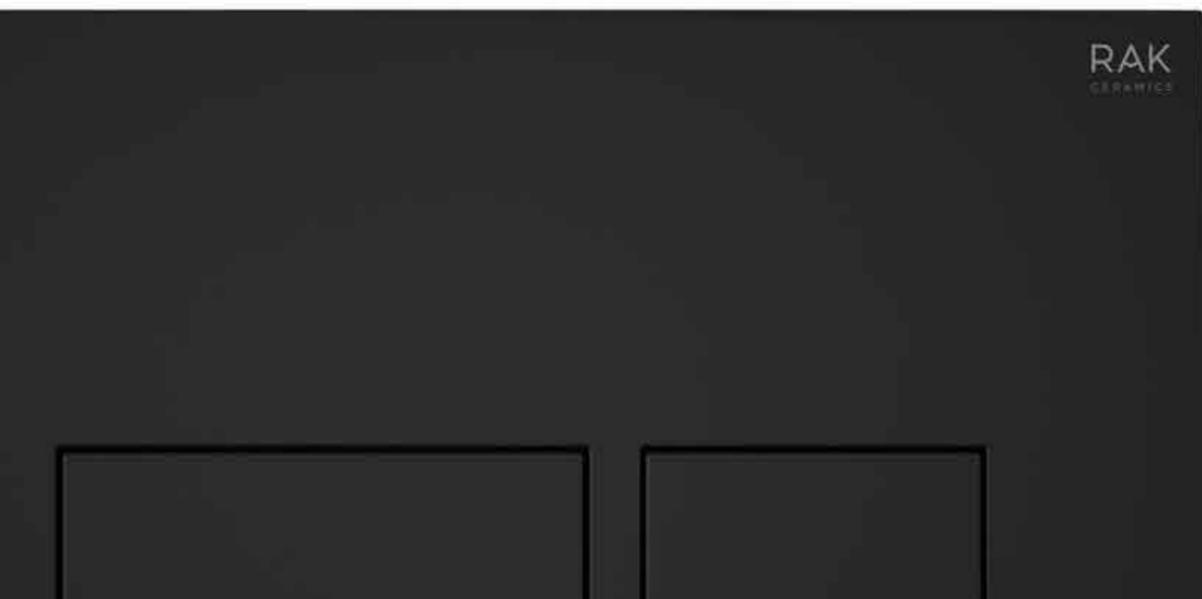
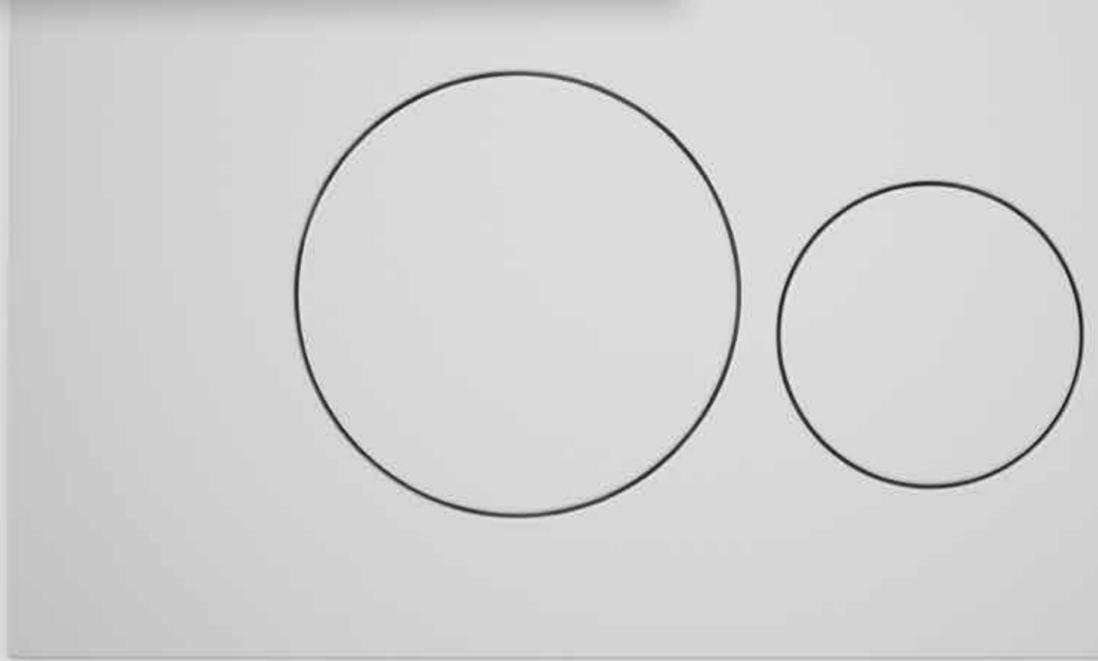
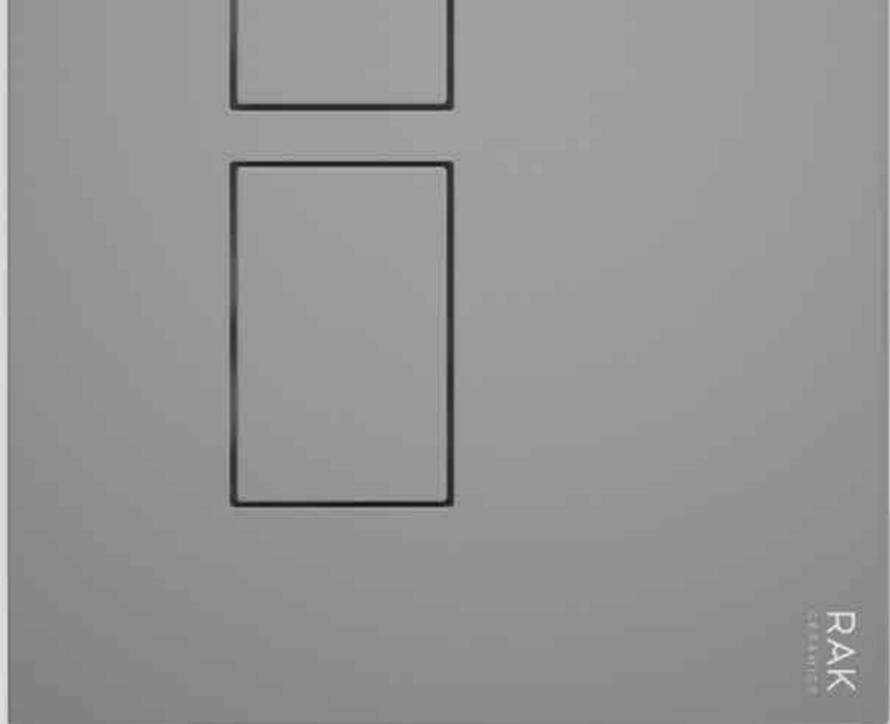
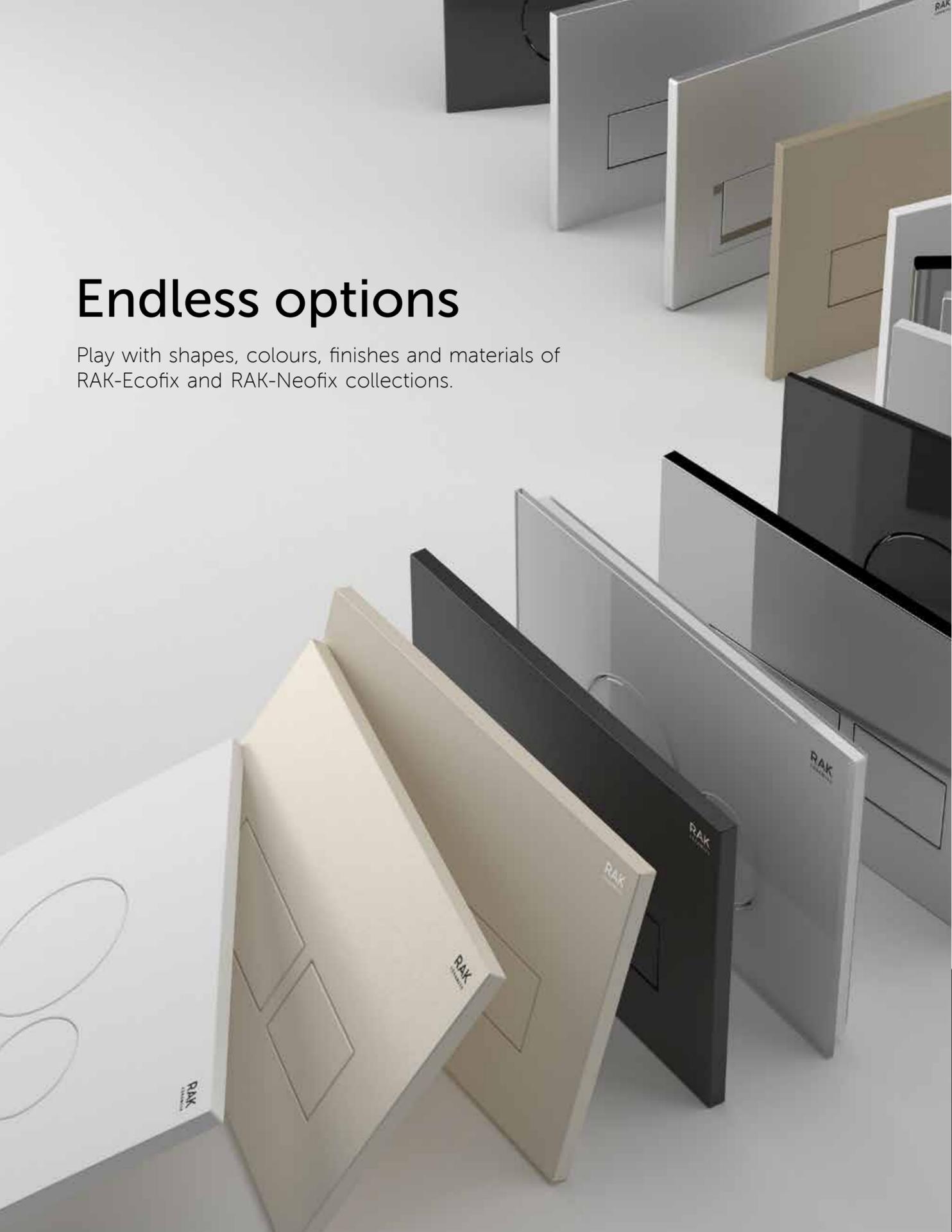
Sharjah Island, UAE

#GREENARCHITECTURE



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



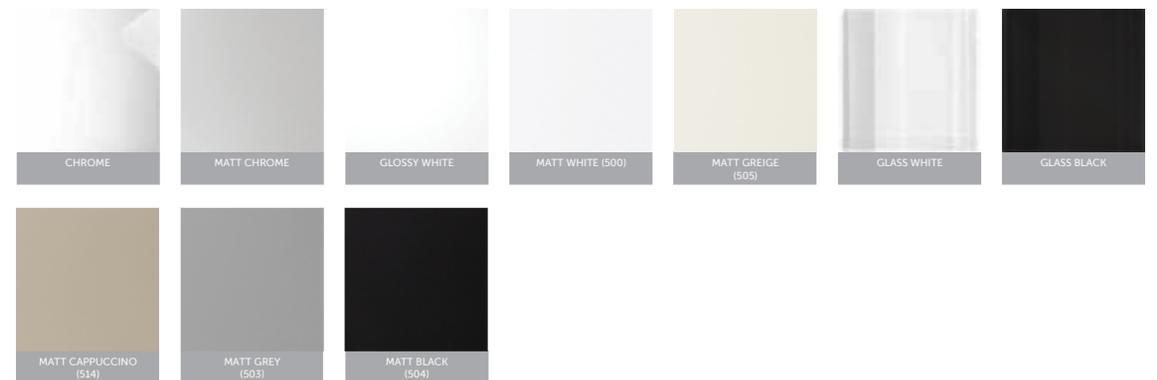
RAK-JOY, RAK-JOY UNO & RAK-PLANO FURNITURE & COUNTERTOPS



RAK-PRECIOUS WASHBASINS & COUNTERTOPS



RAK-ECOFIX & RAK-NEOFIX PUSH PLATES



RAK-JOY UNIVERSAL SHELVING SYSTEM



RAK-SILVER GRAB BARS



MIRROR FRAMES





RAK Ceramics participated for the first time at Salone del Mobile in Milan, one of the most important exhibitions for the furniture and design industries in the world.

The company presented a collection of newly developed bathroom ranges and a series of new surface collections. RAK Ceramics also participated in the Fuorisalone programme with Black Ink, an immersive sensory installation where visitors experienced iconic ceramic materials which characterise the brand's portfolio.

The RAK Ceramics stand at Salone del Mobile's main exhibition covered over 200 square meters and featured bathroom collections developed in collaboration with international designers such as Patrick Norguet, Giuseppe Maurizio Scutellà and the duo Debiasi-Sandri, alongside a brand new surface collection inspired by nature's shapes and colours.

The stand showcased a range of newly launched bathroom and surface collections from world-renowned fashion designer ELIE SAAB, presented in Europe for the first time.



RAK Ceramics presented its latest tile and sanitaryware collections at Cersaie, the world's largest and most significant international ceramics exhibition, held annually in Bologna, Italy. The latest innovation developed by the RAK Ceramics R&D team have been introduced during the event.

The new tile collections presented draw inspiration from the latest design trends, from nature-inspired motifs to sustainable materials, to create inclusive and stylish spaces. RAK Ceramics also presented its designer sanitaryware collections to complete the selection.

EXHIBITIONS

RAK Ceramics participated in the 2022 edition of Downtown Design, the Middle East's leading design fair for original and high-quality design.

Following the successful launch of the Bathroom and Surface Collections last year, the company previewed a new exclusive ELIE SAAB Collection, which builds on its successful collaboration with luxury fashion brand ELIE SAAB.

RAK Ceramics also presented its most recent surface collections, which were developed using cutting-edge technological processes to provide impactful visual and sensory characteristics. Tibur from Baalbek tiles, which evoke ancient Mediterranean architecture, B-Materia, an innovative concept that combines different surfaces such as marble and stone, Seawood, which is inspired by marine wood found on beaches, and Dark Ink, which is inspired by Venice and its artisans, are just a few examples.

RAK Ceramics' bathroom division introduced matt finishes in white and black on its designer collections, RAK-Variant and RAK-Petit, designed by famous Italian designers Daniel Debiasi & Federico Sandri, and Giuseppe Maurizio Scutellà, respectively. Other new products included the RAK-Contour freestanding bathtub, the Bauhaus-inspired RAK-Des collection, and the functional yet stylish RAK-Joy Uno bathroom vanities.



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

RAKCERAMICS.COM