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RAK CERAMICS DESIGN HUB TO BE INAUGURATED IN MILAN DURING DESIGN WEEK

RAK
CERAMICS



RAK Ceramics, the third largest group worldwide operating in the ceramics industry and a pioneer of technologically innovative and sustainable solutions, is inaugurating the RAK Ceramics Design Hub during Design Week, located in Via Borgogna in the heart of Milan. **The 400 square metre space**, designed by **MMA Projects** and fruit of an investment of **more than one million Euros**, aims at becoming the new go-to supplier for designers and contractors in search of a global partner able to offer complete and integrated lifestyle solutions, comprising surface coverings, sanitary ware, bathroom furnishings, tapware and tableware in porcelain.

The RAK Ceramics Design Hub of Milan, the fourth international outlet following Dubai, London, and Frankfurt, plays a key role in the strategy implemented by the group which, with a keen sense of awareness, intends to **make a name for itself in the design world**, and become a high-ranking partner for designers and contractors.

The Design Hub offers a complete overview of the group and its brands: **RAK Ceramics**, a trademark synonymous with innovation, research and versatility, which is able to supply the widest range of floor coverings and porcelain stoneware in the industry, large-size slabs that are one of a kind on the market and a collection of sanitary ware and bathroom furnishings combining material research and avantgarde design; **Elie Saab**, the licensed trademark of the renowned fashion brand, integrates the offering of RAK Ceramics with exclusive solutions for surfaces and bathroom furnishings; **Kludi**, a German bathroom and kitchen tapware brand with a century-old history of high quality combining maximum functionality, innovative technologies and a first-class design; **RAK Porcelain**, a collection of ceramic tableware that is the no. 1 choice of over 40,000 operators of the Ho.Re.Ca business worldwide.

"It is with great enthusiasm that we bring the energy, experience and innovative spirit of RAK Ceramics to the heart of such a lively and dynamic city as Milan. The opening of our RAK Ceramics Hub represents a milestone in the story of our group and an important statement regarding the course we intend to take, that of becoming a go-to name in the design world", declares **Abdallah Massaad, CEO of RAK Ceramics**. "We address designers as a Lifestyle Solution Provider, thanks to our complete and integrated product offering and global distribution: a promise that is reflected in the spaces of the new Design Hub in Milan".

The RAK Ceramics Design Hub has been conceived as an **immersive and dynamic space**, created in such a way as to inspire designers with evocative environments and accompany them through an **unprecedented offering of products, materials, and technological innovations**. Each section of the design hub recounts **different lifestyle solutions** and supplies architects, interior designers, and contractors with an incomparable support throughout the design process, for all interiors and all types of projects, ranging from residential to hospitality.

A pioneer in the industry when it comes to applying multiple technologies to ceramics, the Group can in fact boast an extremely extensive, versatile, and customizable product offering: operating in 150 countries, it is perfectly positioned to **accompany partners anywhere in the world**, no matter whether the project is small, medium, or large-scale.

The RAK Ceramics Design Hub will be officially inaugurated during the **Milano Design Week with special opening hours up until 22:00 from Monday 7 April to Thursday 10 April**, contemplating an entertainment programme comprising live music and tasting sessions. For the entire week, the exposition space will host the studios of **Radio Italia Dubai**, the only Italian radio station broadcasting in the United Arab Emirates: the voice of **Tamara Taylor** will be reporting the Design Week event directly from the design hub, together with numerous guests from the world of design.

RAK Ceramics Design Hub

Via Borgogna 8 Milano

Milano Design Week Opening hours

7-10 April 10:00 – 22:00 with entertainment from 18:00 to 22:00

11-13 April 10:00 – 18:00

