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RAK CERAMICS PRESENTS "CRAFTED FOR LIVING" AT DUBAI DESIGN WEEK 2025

RAK
CERAMICS



RAK Ceramics, one of the world's leading lifestyle ceramics brands, presents its latest design concept during Dubai Design Week 2025, the region's most anticipated event celebrating creativity, innovation, and craftsmanship. Taking place from November 4–9 at the Design Hub in Dubai Design District (D3), the annual design festival brings together global architects, designers, and creatives to explore the forefront of contemporary design.

For this year's edition, RAK Ceramics introduces "Crafted for Living", a concept that reflects the brand's passion for design, innovation, and sustainable craftsmanship. The showcase reveals how RAK Ceramics transforms natural materials through technology and artistry to create surfaces that elevate modern living

"Crafted for Living" invites visitors to experience the brand's design philosophy through three unique activations:

Feel: A sensory journey through RAK Ceramics' signature finishes and collections, highlighting the artistry and inspiration behind each surface.

Create: A Mosaic Art Workshop that reimagines recycled tiles into new compositions, reinforcing the brand's commitment to sustainability and circular design.

Connect: Evening gatherings where design professionals and enthusiasts come together to exchange ideas in a creative, inspiring environment.

Through its participation at Dubai Design Week 2025, RAK Ceramics reaffirms its commitment to design excellence and innovation, celebrating craftsmanship that unites tradition with modern technology.

