

MAGAZINE

LIFESTYLE SOLUTIONS

1/2022

MILAN DESIGN WEEK 2022 DEBUT

RAK-VALET

METAMORFOSI

FURNITURE | RAK-COVE | RAK-DES | RAK-CONTOUR | RAK-CLOUD | RAK-FEELING | PUSH PLATES | KITCHEN SINKS |



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.

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.

For RAK Ceramics' debut at Salone del Mobile in Milan, we 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, Daniel Debiassi and Federico Sandri.



Salone del Mobile. Milano



07_12.06. 2022

Fiera Milano Rho

Behind the Stand...

Interview with Alessandro Bucci



Although we have been collaborating with your studio for several years, this is the first time that we have worked together on such an important event as the Salone del Mobile and this project has a very special importance for both parties.

This is an opportunity that comes at the right time for both RAK Ceramics and our studio. Getting on an ambitious stage like Salone, alongside established companies in the design world, is certainly a great recognition of the work undertaken in recent years by the RAK Ceramics team: an intentional path marked by the will to grow and elevate the brand thanks to continuous research, improvement of production processes and working in demanding markets. At the same time, it's a favourable moment also for our architecture studio because we are now better known and we have managed to interpret the needs of RAK Ceramics for the Salone del Mobile in a mutually reinforcing way, also considering the presence of the ELIE SAAB brand which represents an important quality milestone for RAK Ceramics.

The stand you designed for us this year has a clearly strong and visually striking design. Can you tell us how the concept was developed? Was there a specific point of inspiration?

The concept basically derives from a double inspiration. On the one hand, the facets of a diamond, of a precious object, on the other hand, a reference to the ornaments of fine fabrics. The intention was to create a precious casket. We moved away from the idea of a traditional architectural building, instead we wanted to organize the spaces not so much through an architectural concept but more through a design concept, more in line with the identity of the Salone del Mobile. It is deliberately a space with more complex shapes that wants to be clearly recognizable and iconic.

What is the most exciting part of working on stand projects for major trade fairs like the Salone del Mobile?

A trade fair project is like an explosion. From a designer's point of view, working in a trade fair environment is very satisfying because of the rapid completion times: a dose of adrenaline that other sectors do not allow you. Normally an architect can find himself waiting years before seeing a project completed, while at a fair, only a few months go by from design to execution. I really like this type of work because it is very dynamic and fast. Plus, traditional architecture must respect the context of the territory, the language of a landscape, while the exhibition stand allows much more freedom of choice and autonomy. The design component is much more important than the architectural aspect.

What is the aspect that you like best when designing spaces using RAK Ceramics products?

RAK Ceramics creates materials that enhance the themes of the materiality, the surface, the elements, the architectural scale. They are products that facilitate the architect's choices and help him emphasize the spaces designed. This combination of focus on matter, surface and large dimensions generates products that go very well with a determined design unlike other materials. I find that RAK Ceramics' goal is very clear: whether it is materials that replicate existing ones or of another kind, they are always solutions that are perfectly in harmony with the needs and expectations of an architect who wants to enhance their spaces.



Founder of ABA (Alessandro Bucci Architetti) and Lead Architect of the RAK Ceramics stand for Salone del Mobile 2022.

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 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.



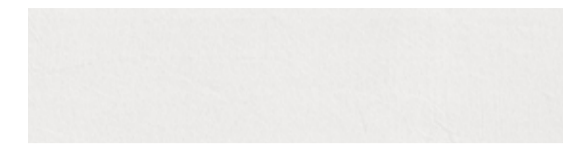
In line with current hygiene requirements, RAK-Valet also features RAK Ceramics' rimless technology. With no rims to harbour germs, this technology allows end-users to experience and benefit from the same high standards of hygiene normally found in design specifications for hospitals and medical centres.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







Matching colors



metamorfofi cotton



metamorfofi cord



metamorfofi cloud



metamorfofi olive



Inspired by nature

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



META MORFOSI

Matching colors



metamorfosi cotton



metamorfosi bloom



metamorfosi cord



metamorfosi grape





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.

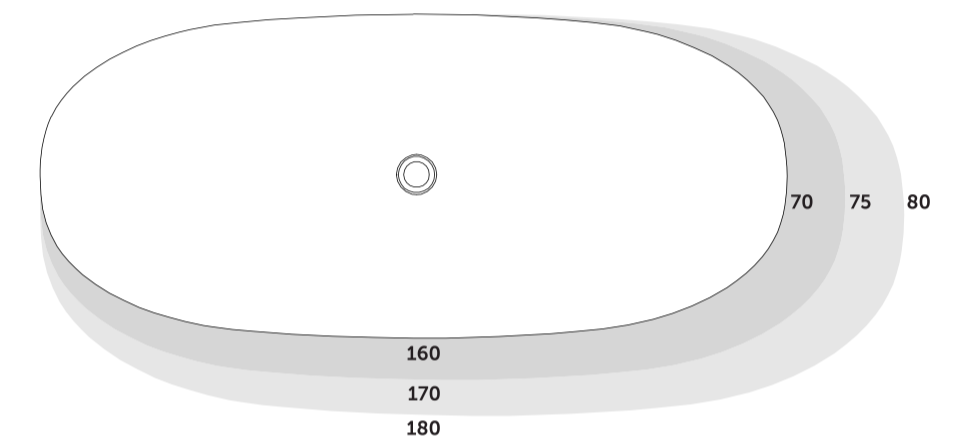
RAK-Plano is a one-piece vanity top, without joints that can be drilled and cut (if necessary) directly on site, allowing you the greatest freedom in positioning the washbasins and mixers. RAK-Plano countertop surfaces combine elegance, durability and practicality, transforming your RAK-Joy or RAK-Joy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



#REVOLUTIONARY

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

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.



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.



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 ambiance.



RAK-FEELING

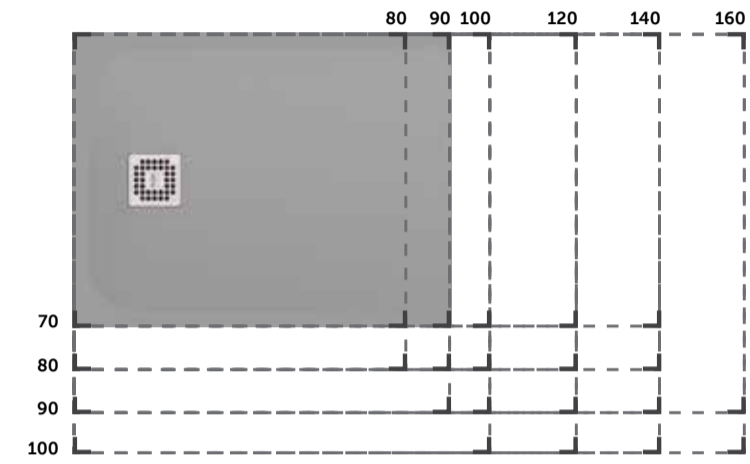




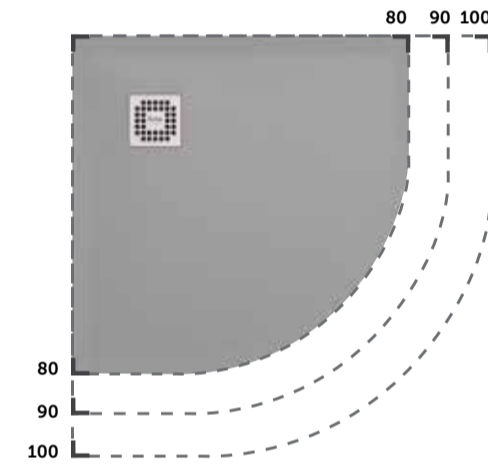
BATHTUB REPLACEMENT



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)

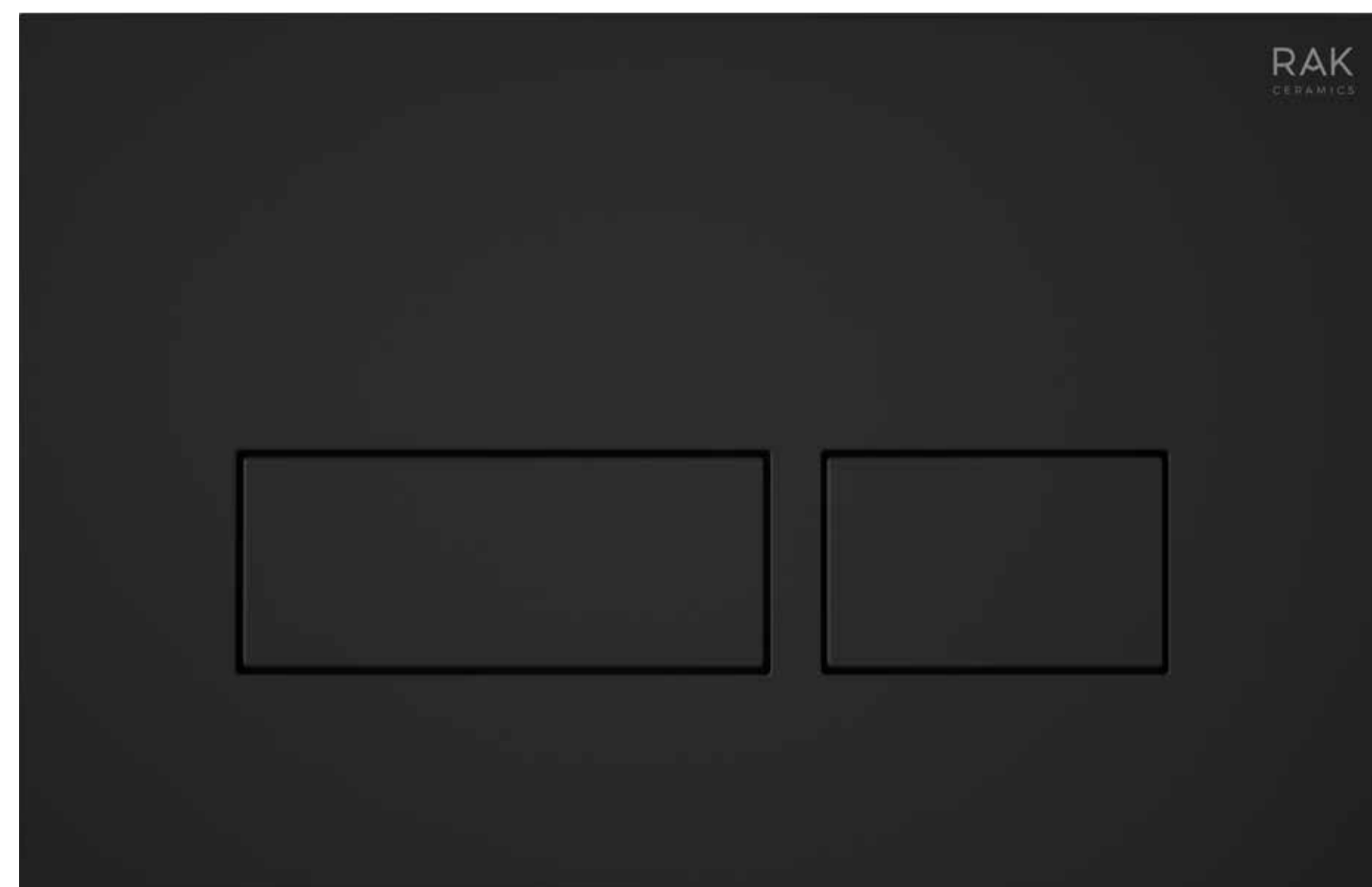
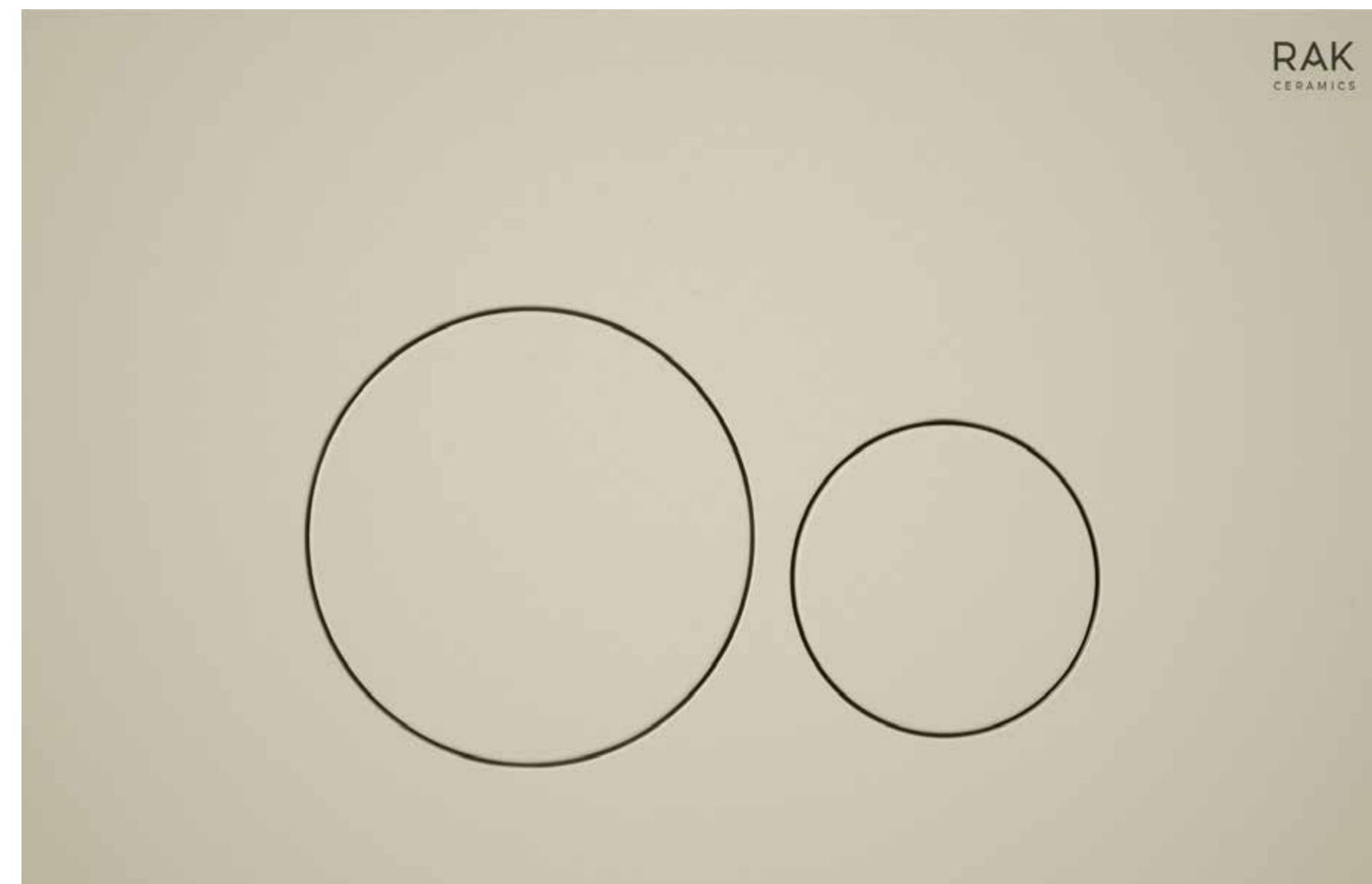




#SUSTAINABILITY

Endless options

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



PUSH PLATES



Stylish, functional picks that can pull together your kitchen décor

There's no better place than the kitchen to share stories, meet friends, express themselves in total freedom. The RAK Ceramics kitchen sink system comes from this idea of space, with endless possibilities for all styles, from country to contemporary, warm and welcoming or functional and modern. Get inspired by the range of RAK Ceramics solutions, play with colors and finishes and design your ideal kitchen right down to the last detail.



GLOSSY ALPINE WHITE (AWH)



MATT WHITE (500)



MATT GREIGE (505)



MATT CAPPUCCINO (514)



MATT GREY (503)



MATT BLACK (504)

KITCHEN SINKS



Materials

Find the right material and texture of RAK Ceramics bathroom and kitchen solutions for your moodboard inspirations.

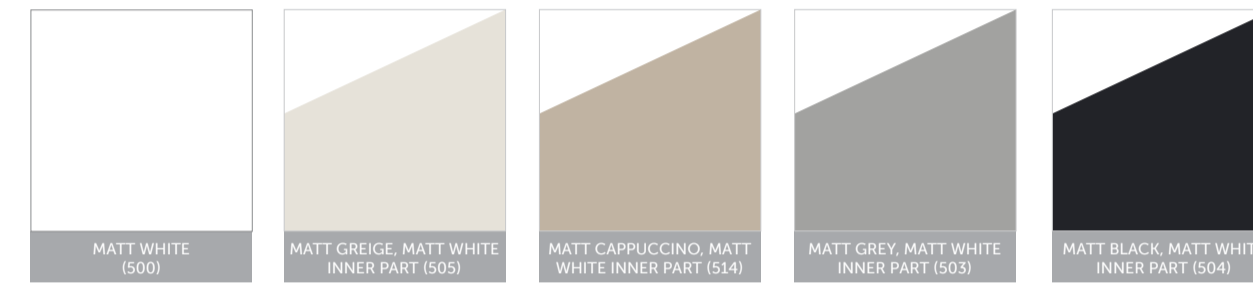
VITREOUS CHINA & FIRECLAY



RAKSOLID FOR SHOWER TRAYS



RAKSOLID FOR BATHTUBS



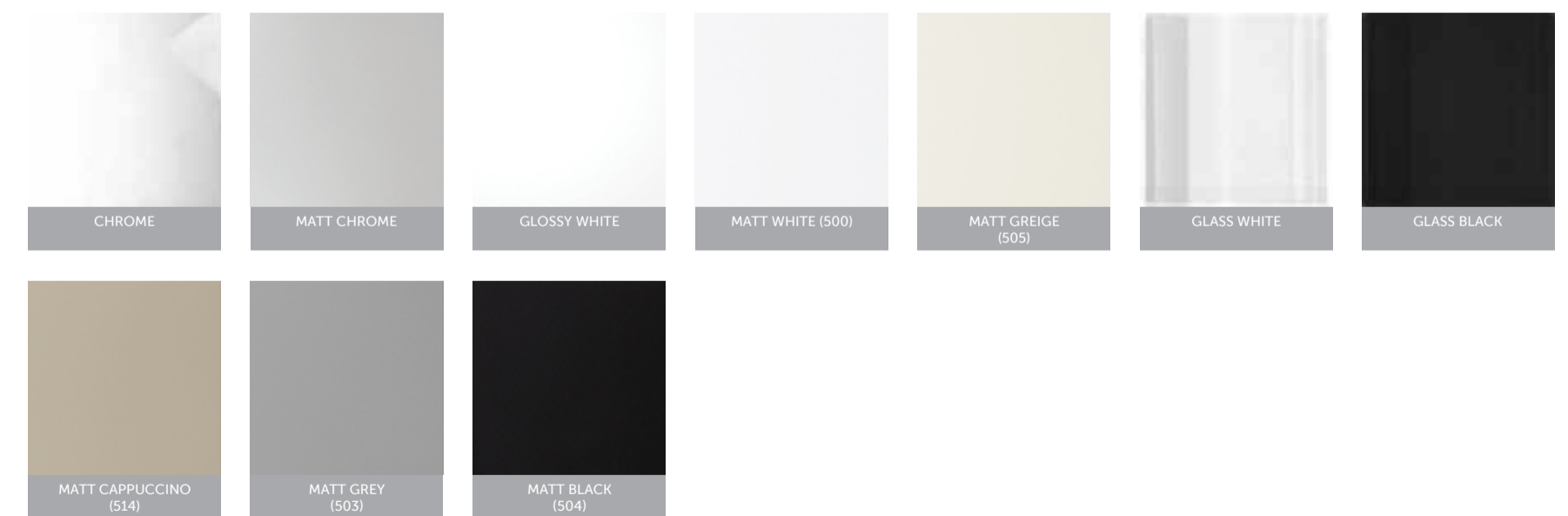
RAK-JOY, RAK-JOY UNO & RAK-PLANO FURNITURE & COUNTERTOPS



RAK-PRECIOUS WASHBASINS & COUNTERTOPS



RAK-ECOFIX & RAK-NEOFIX PUSH PLATES



RAK-JOY UNIVERSAL SHELVING SYSTEM

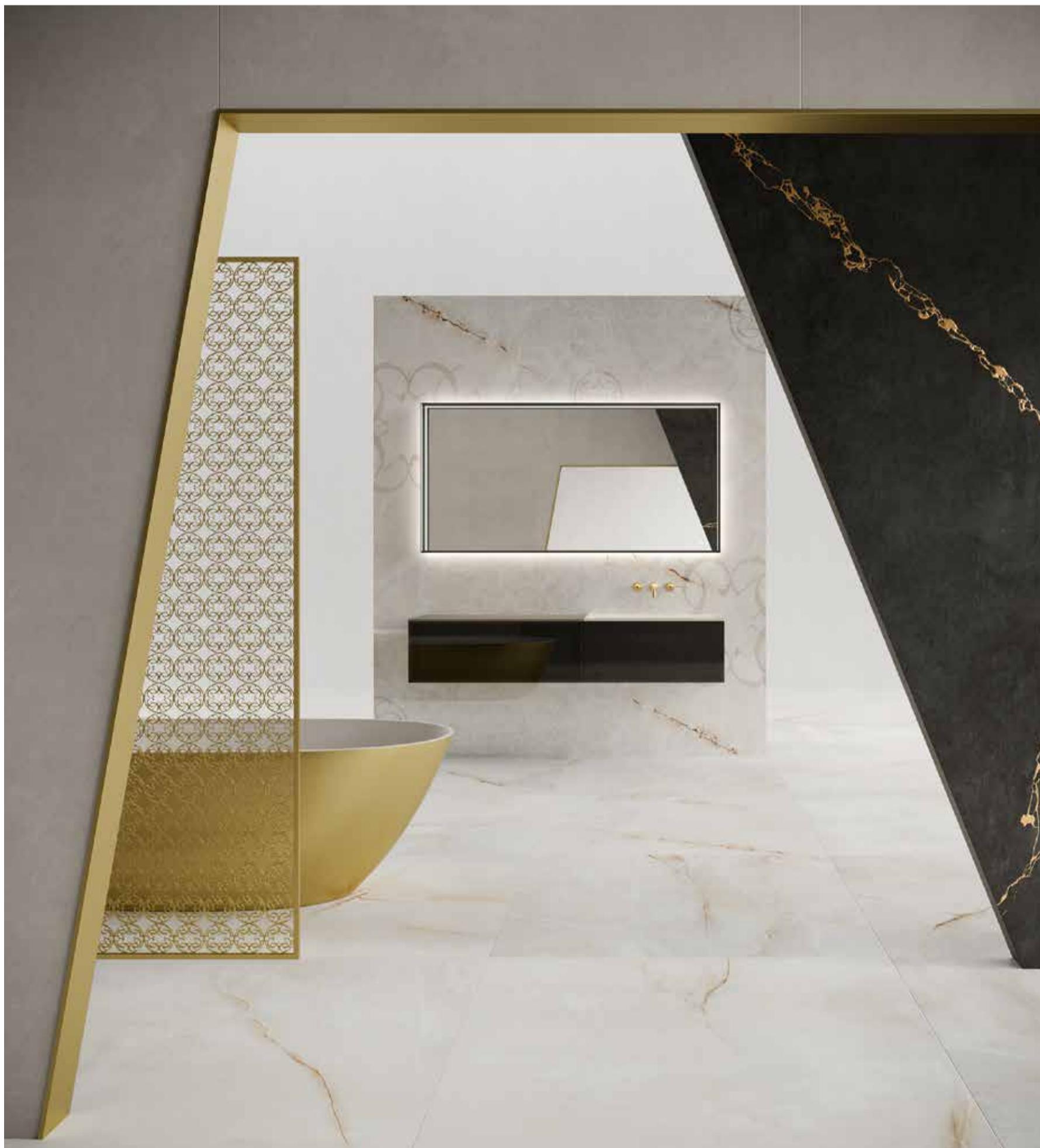


RAK-SILVER GRAB BARS



MIRROR FRAMES





ELIE SAAB

BATHROOM & SURFACE COLLECTIONS

Exclusively presented by RAK Ceramics

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