

MAGAZINE

LIFESTYLE SOLUTIONS

Ed. 2/2023

CERSAIE'23 COOKINGRAK RAK-BATU RAK-PLANO SWIMMING POOL
FURNITURE | RAK-COVE | RAK-DES | RAK-CONTOUR | RAK-VALET | RAK-FEELING | PUSH PLATES

SEPTEMBER 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.



CERSAIE 40'

Bologna - Italy

RAK Ceramics presents its latest innovations at Cersaie, the international showcase for surface design, bathroom furnishings and finishes for the architectural design.

For 40 years, Cersaie has been the beating heart of an ever-evolving world, where the world's leading manufacturers of surfaces, bathroom furnishings, design and planning meet in a unique commercial hub. Design and technology for architectural design will be the undisputed stars of the exhibiting companies' stands. 5 intense days dedicated to professionals from all over the world, to do business and share innovative ideas. The best place to discover new market trends, get up-to-date and discuss the latest technologies applied to the product.

 Louvre museum, UAE



#REVOLUTIONARY

#CERSAIE '23

90x180cm



Beauty in a new dimension

Among the innovations presented by Rak Ceramics for 2024, is the new 90X180 size.

5 new collections of Porcelain tiles, including travertino finishes, marbles and high performance tiles, available in a wider range of sizes, able to offer solutions for every type of design.

#CERSAIE '23



High performance sintered slabs

Versatile and simply beautiful, the Maximus slab revolutionizes the design and architecture world by opening up new perspectives in tiles application that were previously unimaginable.

All the continuous surfaces are designed for any type of application: floor and walls, cladding, furnishing, countertops and provide creative flexibility and high technical and aesthetic performances



MAXIMUS
MEGA SLAB



Innovation and style are at the heart of our philosophy

As a pioneer in introducing high-tech innovations that are breakthroughs in the industry, rak ceramics uses the most modern system and quality materials resulting in an extraordinary natural, high-performing variety of porcelain tiles with unique characteristics and limitless applications.



PORCELAIN



An infinite variety of surfaces and colors

The new collections meet the latest trends, achieving original and captivating aesthetic results: from the latest pastel shades to the most intense material effects.

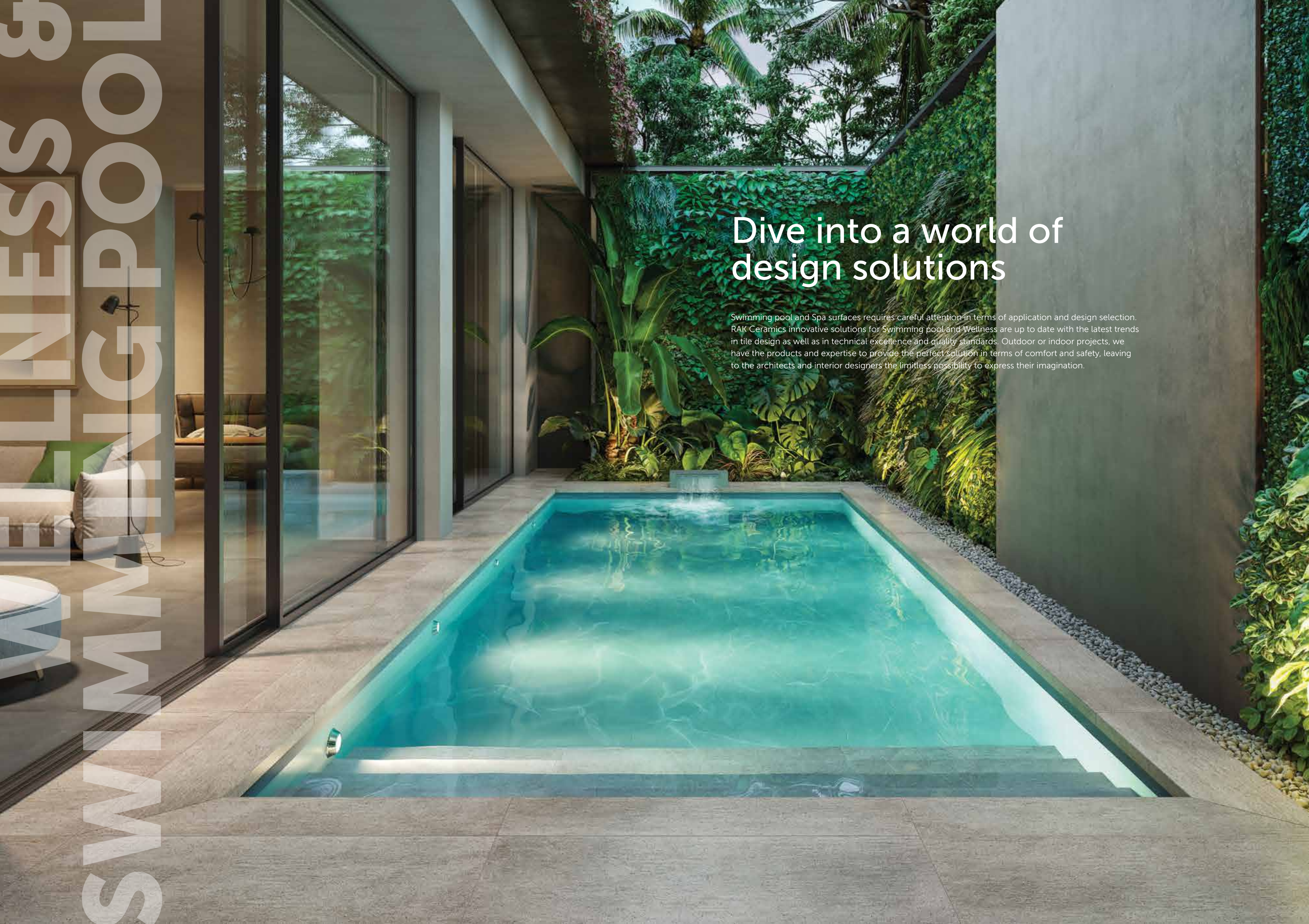
The range of possibilities explodes when you use small and large format tiles in addition to bricks. The versatility of combinations and different color options, including effects like wood, metal, concrete and others – make it possible to manipulate the visual effect of the cladding.

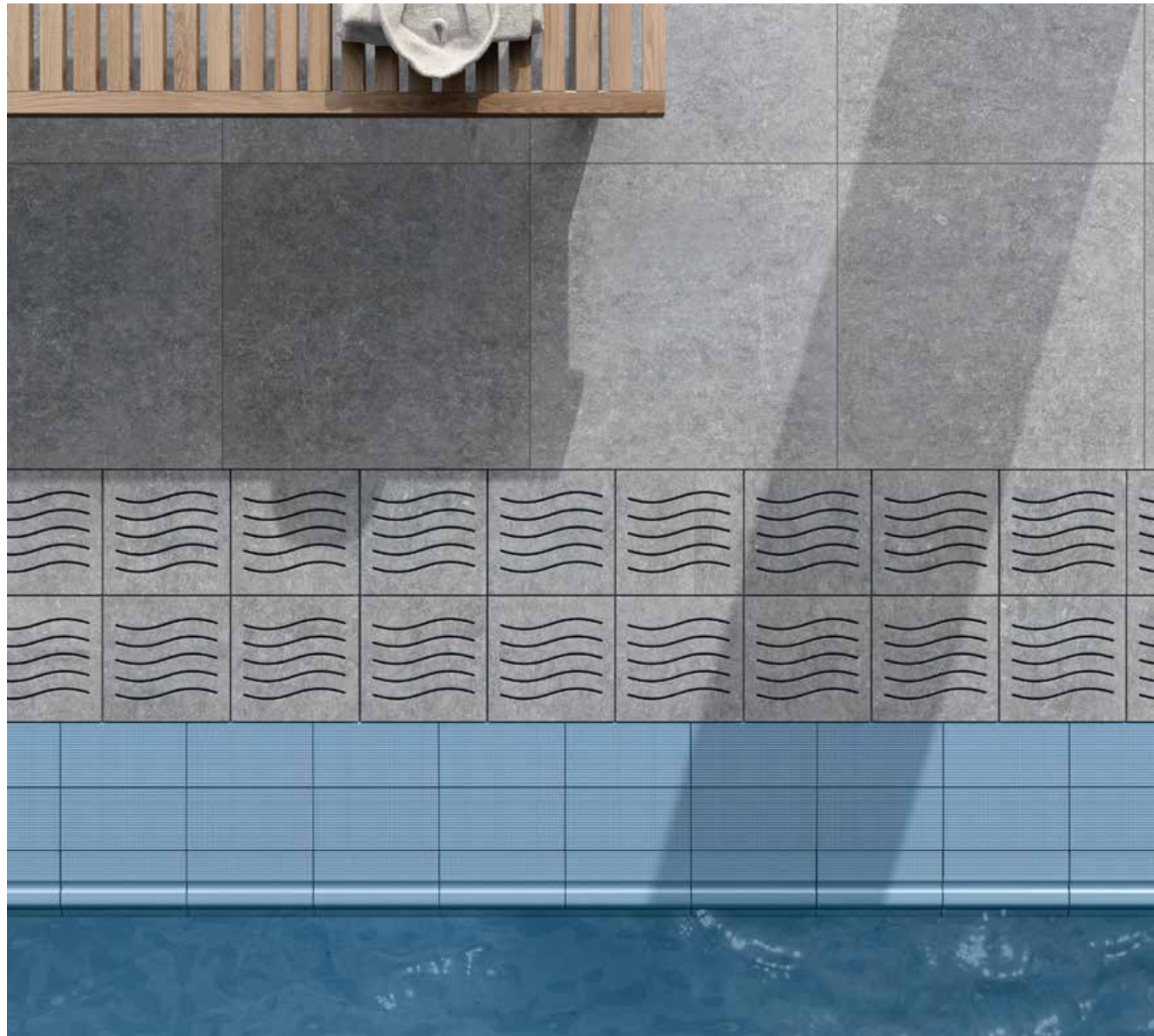
For example, in rooms with neutral tones, these tiles can be used as a stand-out feature, dominating the space, but in more elegant settings, with a well-defined style, they can remain an unobtrusive presence.

ESSENTIALS
SWIMMING POOL

Dive into a world of design solutions

Swimming pool and Spa surfaces requires careful attention in terms of application and design selection. RAK Ceramics innovative solutions for Swimming pool and Wellness are up to date with the latest trends in tile design as well as in technical excellence and quality standards. Outdoor or indoor projects, we have the products and expertise to provide the perfect solution in terms of comfort and safety, leaving to the architects and interior designers the limitless possibility to express their imagination.





RAK Ceramics' tiles are designed to ensure perfect integration of your pool projects to its surrounding landscape and interior design style, eliminating aesthetic boundaries. The comprehensive product range comes in various sizes, materials, designs, accessories and even steps and edges making it a complete pool solution. The swimming pool offer, includes a totally new range of mosaics, available in 2 different sizes and 11 different colors, including 2 color mix and 5 colors matching with the special pieces. Enjoy your leisure time in a stylish environment that fully reflects your personality.

WELLNESS & SWIMMING POOL

A photograph of Massimo Bottura, a man with a grey beard and glasses, wearing a blue and white checkered blazer over a white t-shirt and dark trousers. He is sitting on a light-colored concrete ledge, looking towards the camera. The background is a blurred interior space with a grid of lights.

Massimo Bottura, a renowned restaurateur and entrepreneur, is one of the most influential personalities in the world of gastronomy. He opened Osteria Francescana in Modena in 1995, earning three Michelin stars and placing first in The World's 50 Best Restaurants list. Bottura has since founded other projects, including Franceschetta58, Cavallino, Gucci Osteria Firenze, Casa Maria Luigia, Torno Subito in Dubai, and Gucci Osteria in Beverly Hills, Tokyo and Seoul. In 2020, Bottura was appointed Goodwill Ambassador for the United Nations Environment Programme.

In conversation with... Massimo Bottura

RAK Ceramics defines innovation as thinking about the future and shaping it to meet people's needs. Chef Bottura, you have been able to develop a culinary offer that differs from other chefs because you experiment, innovate, and create ethics in the "kitchen". Could you tell us more about your philosophy?

The main concept that has driven my work over the last 25 years is evolving tradition. We cannot ignore flavours that have been distilled over centuries of history, but our kitchen is also a laboratory in which we observe, experiment, collaborate, and share, drawing inspiration from the team's cultural biodiversity. Developing detachment allows us to experiment with our memories and find new ways to make them accessible, even to those who do not share our childhood flavours. This requires a thorough understanding of memory in order for it to survive the constant work of evolution.

And how does this idea fit with RAK Ceramics?

When I think of the new CookingRAK top, the first thing that comes to mind is "beauty". Natural materials, clean shapes, and straightforward lines. Creating «beautiful» things is extremely difficult, especially in the kitchen. You must create something that is functional for what you need to do while also being simple; this is the most difficult aspect. Technology, for example, is extremely important in kitchen. There is nothing without technology.

Nourishing the soul with beauty. This is what RAK Ceramics tries to do every day by proposing creative ideas and solutions for the spaces in which we live. You have always believed in food culture through the power of beauty and the quality of ideas. Can you explain us better?

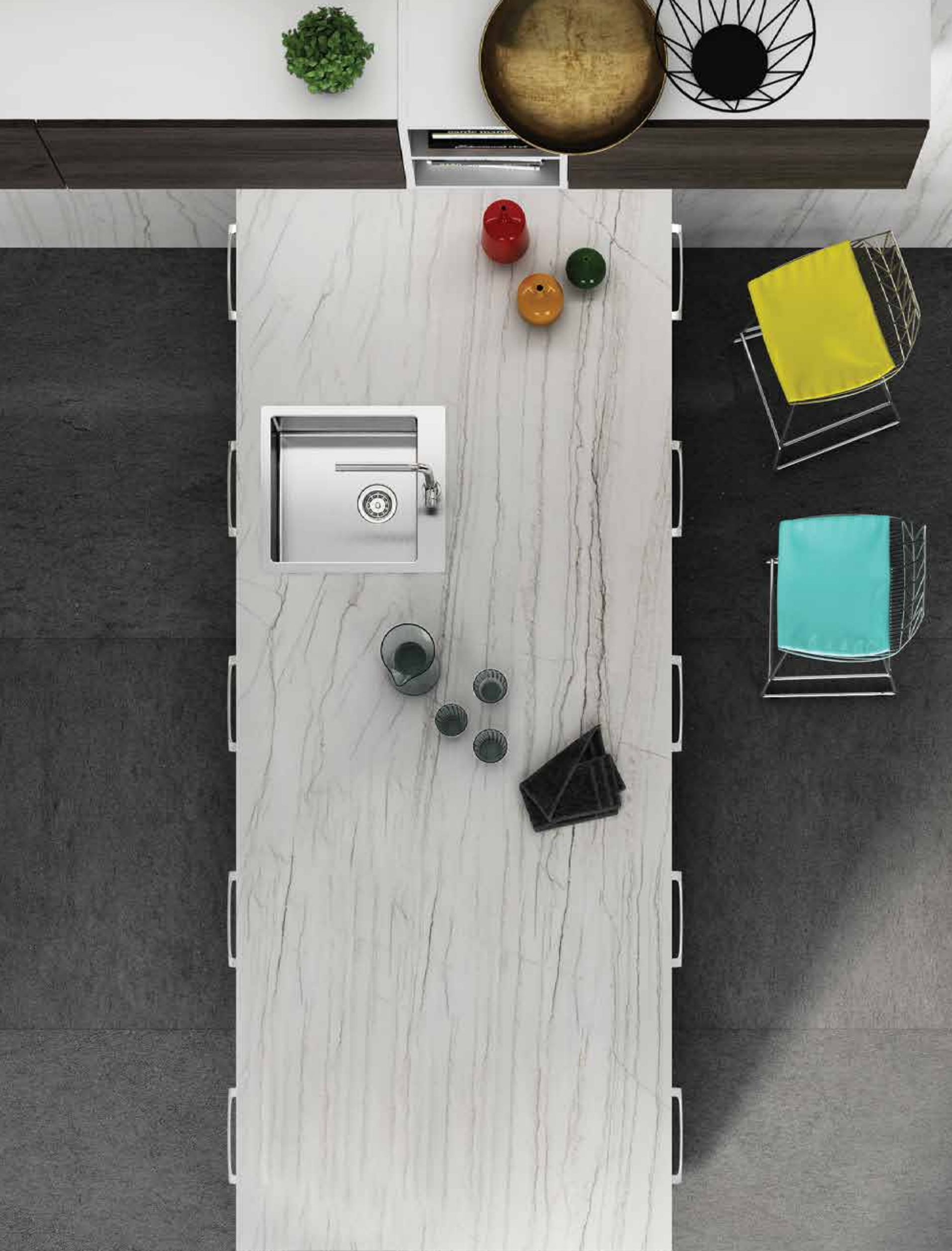
I am convinced more than ever that energy in the world of catering, as in that of art, design and architecture, must be directed outwards, towards others and towards the planet. I believe in fighting food waste and social isolation through beauty. As Albert Camus said "Beauty, no doubt, does not make revolutions. But a day will come when revolutions will have need of beauty." I believe that cuisine must evolve more and more towards this idea.

Only through everyone's daily actions can we truly effect change. And it is the responsibility of every chef and every restaurant to try to stimulate this change. I am very optimistic about the future of cooking; I see young people who are more aware and responsible than we were at the same age. We have more opportunity and responsibility to act now than ever before. Because the future must be envisioned. It has to be imagined and built. «Courage» is the name of the future, and its fictitious citizen is courageous. We must fantasise about it precisely because it is impossible to anticipate. There will always be a future in our world.

With a view to making cooking an intuitive, safe and pleasant experience, RAK Ceramics proposed the Cooking RAK worktop, which Chef Massimo Bottura uses in his kitchen at Casa Maria Luigia. It is invisible and designed to give maximum emphasis to the preparation of dishes. But it is also an element around which people live and discuss. How important is conviviality to your idea of cooking?

Fundamental. My entire childhood was spent huddled around a large dining room table with my five brothers, mom, dad, uncles and grandmothers. My passion for this profession stems from that sense of movement, the loud chatter, the confusion, and the sense of food as a bond. My family has grown today. My team represents my family and my future.

When we reach out to people from different backgrounds and cultures, we share ideas and knowledge and grow together. Consider this beautiful, essential, natural surface on which you can cut, cook, clean, and eat all at the same time. You can have your team there, as well as guests and friends. Sometimes, evolution is invisible.



Evolution is invisible

Cookingrak Is Designed To Create A Multifunctional Kitchen Space Ideal For Daily Use. Integrating The System Into The Countertop Opens Up Possibilities For Users To Prepare, Cook And Dine In The Same Space—A Seamlessly Designed Kitchen Top Made For Dining And Entertaining.

Cookingrak Is A Technology That Combines The High-Performance Of Rak Ceramics Porcelain Slabs And The Innovative Induction System That Operates Through A Magnetic Field.

Porcelain Has Always Been The Ideal Choice For Kitchen Countertops As They Are Made Of A Durable Material Resistant To Heat, Stain, And Scratch. They Are Also Resistant To Moisture And Do Not Easily Stain, Making Them Easier To Clean.

Safety In The Kitchen Is A Matter Of Great Importance, And With Cookingrak's Induction System, The Countertop Surface Does Not Heat Up. Instead, As It Works Using Electromagnetic Currents, It Will Only Heat The Cookware Placed Over The Hob.

With Remarkable Features, Cookingrak Will Transform Any Kitchen Into A Space Where The Best Experiences Are Lived.





#SUSTAINABILITY



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

RAK-BATU



Finish: Mica White (600)



Finish: Mica Grey (621)



Finish: Mica Grey (626)





Creativity at the top

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, now Rak-Plano presents it 2 new finishes:

Terrazzo in 3 colors, White, Black and Feeling and Mica in White, Warm grey and Cool grey, perfectly matching with the same 3 Mica colors of the washbasin collection Rak-Batu.

RAK-PLANO

RAK-PLANO

Mica



Finish: Mica White (600)

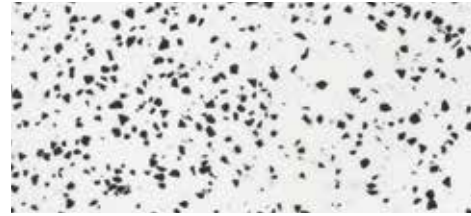


Finish: Mica Grey (621)

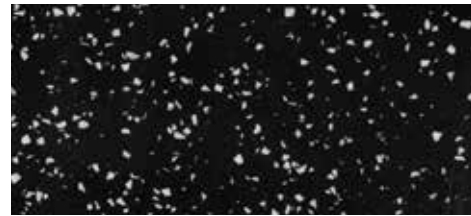


Finish: Mica Grey (626)

Terrazzo



Finish: Terrazzo White (550)



Finish: Terrazzo White (551)



Finish: Mica Grey (552)





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 Debiassi and Federico Sandri.



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

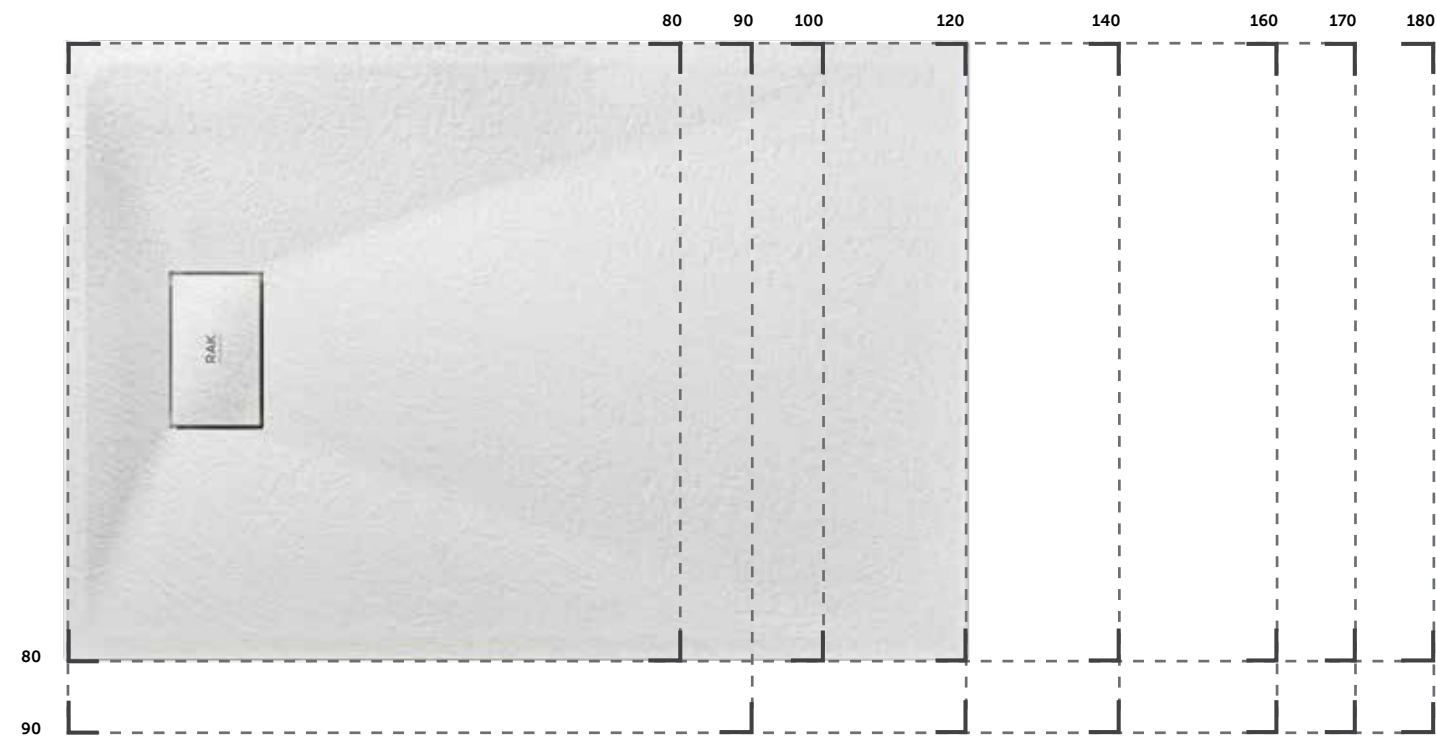


RAK-PETIT

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.





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.

Combined with the one-piece vanity top RAK-Plano, RAK-Joy or RAK-Joy Uno vanity unit, transform into one of the most versatile accessories at the service of your design projects.



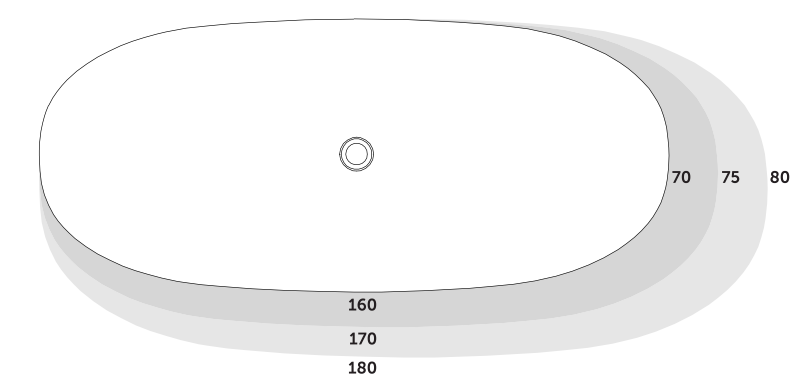


#FUTURISTIC



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

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



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



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.





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.




Design, technology and elevated hygiene standards


RAK Ceramics presents RAK-Clean, the new toilet with integrated bidet functionality that brings you the finest in personal comfort and cleansing. An all-in-one solution that combines design and technology, to mark a superior hygiene standard in your bathroom.



Stainless Steel Hygienic Wand

Two Separate Water Nozzles

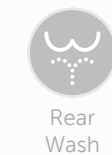
Powerful Jet 

Extra Gentle 



KEY FEATURES:

- Minimalist design, hidden technology, easy to install
- Flat, hygienic and practical remote control
- Efficient and user friendly: rear wash, feminine wash and warm air dryer
- Pleasant and safe cleansing: water temperature, spray intensity and nozzle position can be individually adjusted and saved
- Night light in 5 colors
- Energy saving mode
- Wide and comfortable seating area
- Urea soft closing seat with quick release



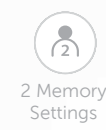
Rear Wash



Feminine Wash



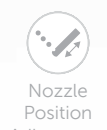
Warm Air Dryer



2 Memory Settings



Water Pressure Adjustment



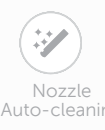
Nozzle Position Adjustment



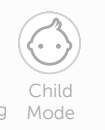
Water Temperature Adjustment



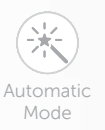
Night Light in 5 Colors



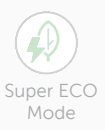
Nozzle Auto-cleaning



Child Mode



Automatic Mode



Super ECO Mode

RAK-CLEON

Sharjah Island, UAE

#GREENARCHITECTURE



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.

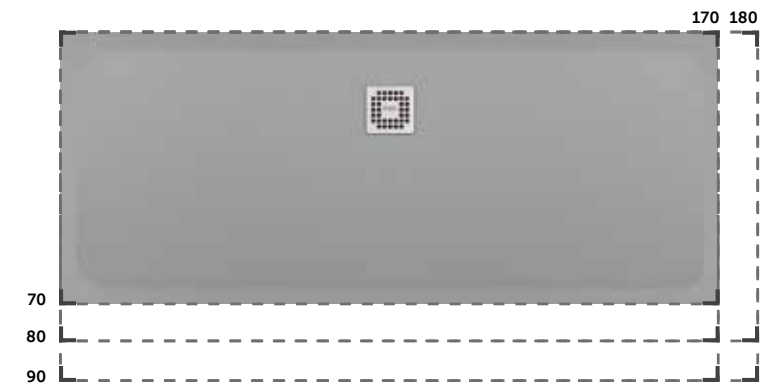


RAK-FEELING

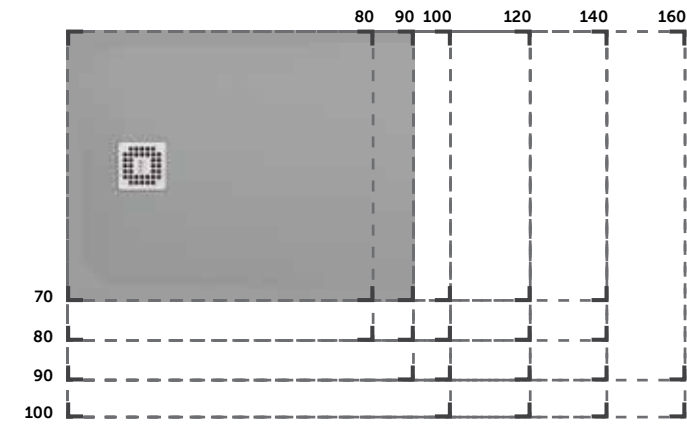




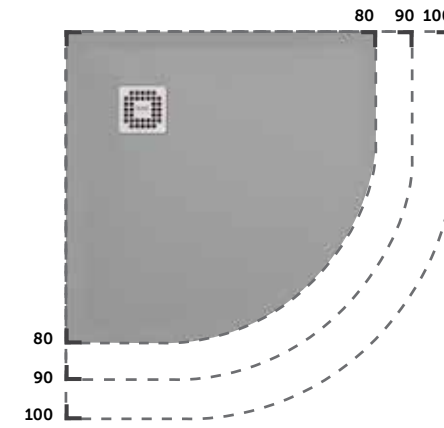
BATHTUB REPLACEMENT



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

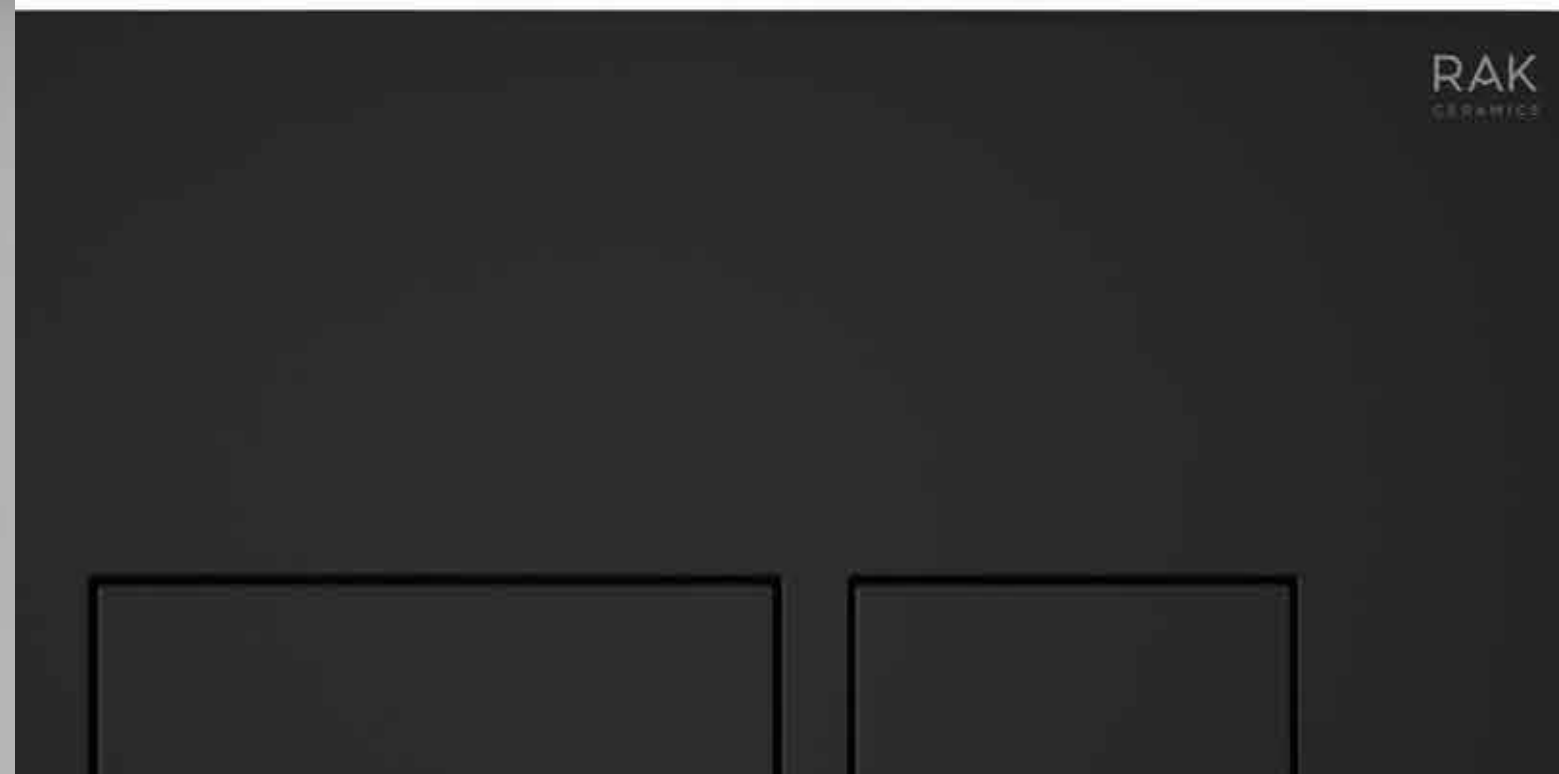
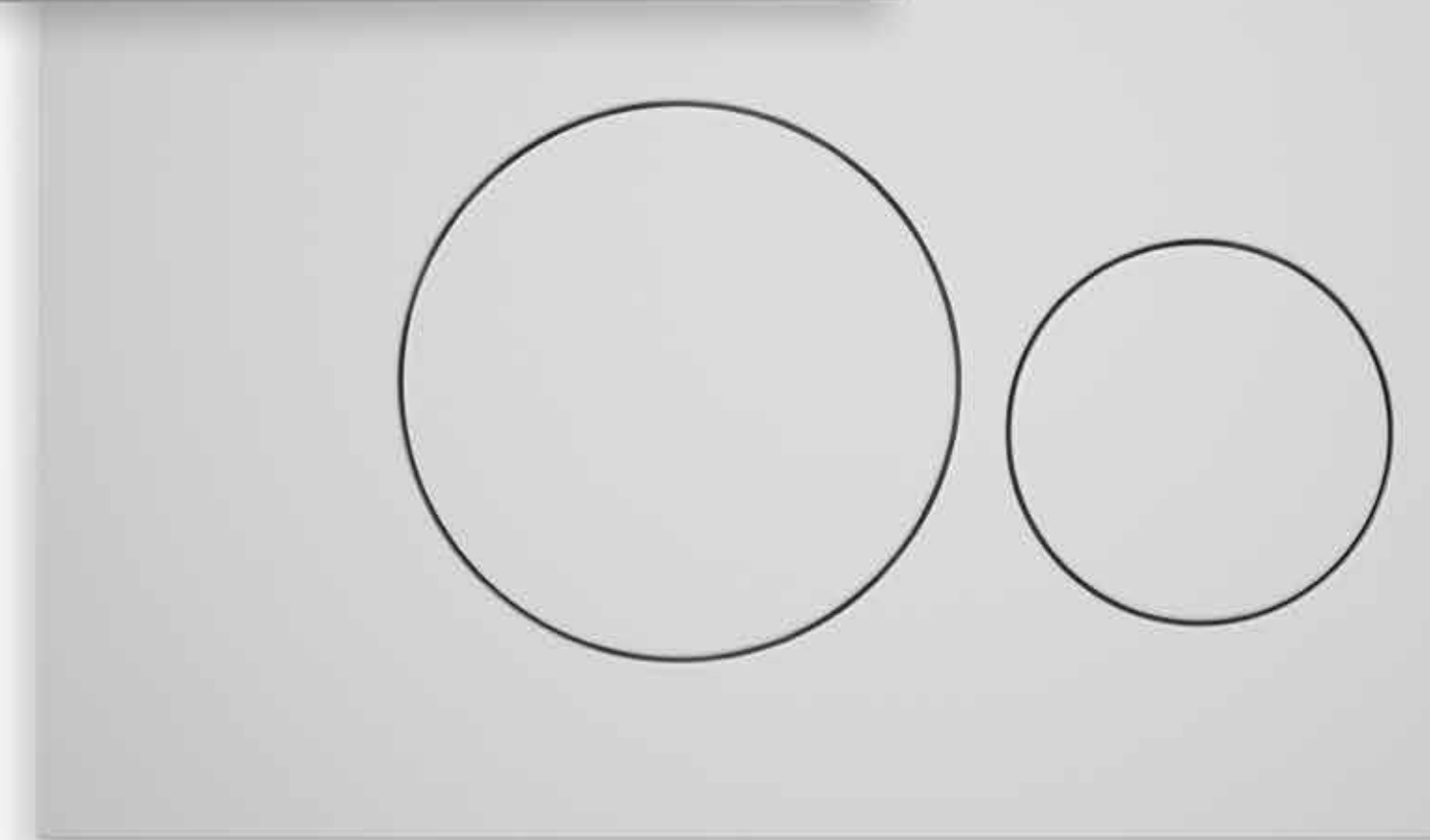
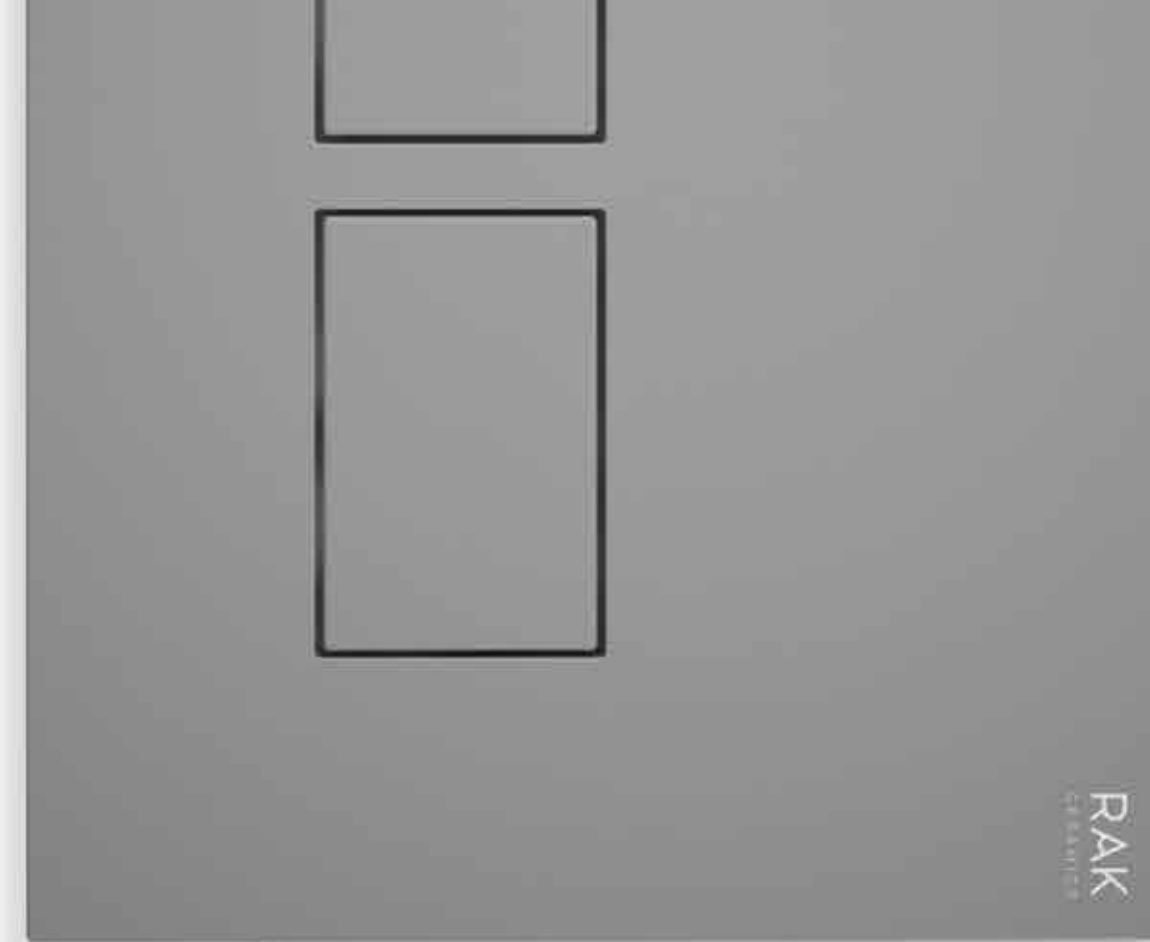
RAKSOLID FOR SHOWER TRAYS
MATT GREY (503)

RAK CERAMICS

RAKSOLID FOR SHOWER TRAYS
MATT BLACK (504)

Endless options

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



Real size product

PUSH PLATES



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



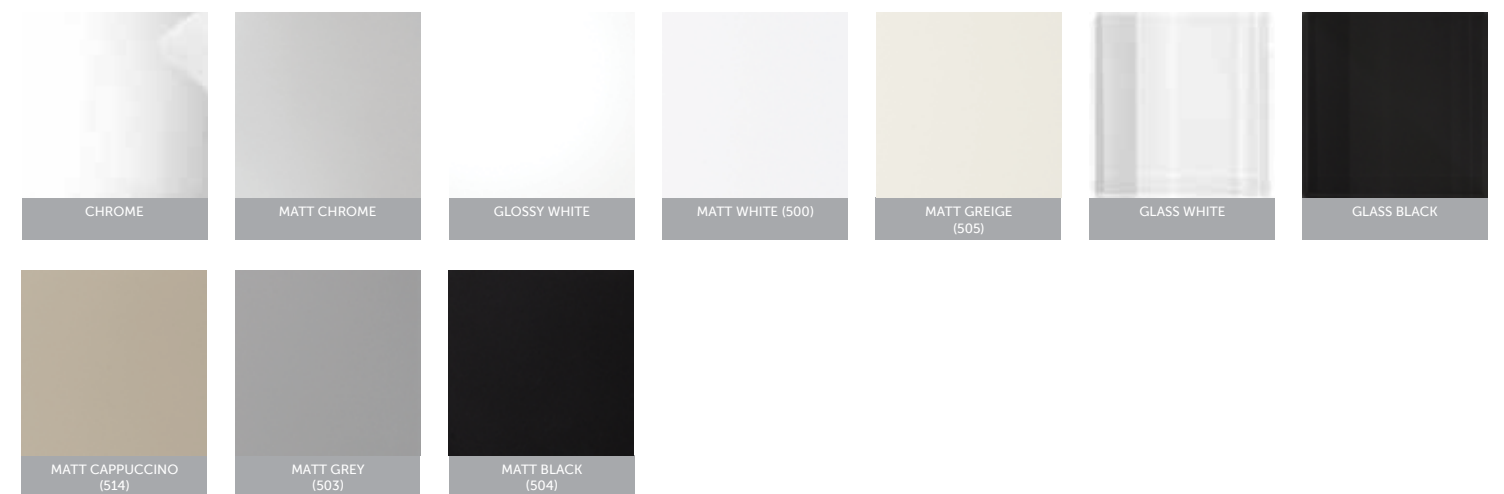
RAK-JOY, RAK-JOY UNO & RAK-PLANO FURNITURE & COUNTERTOPS



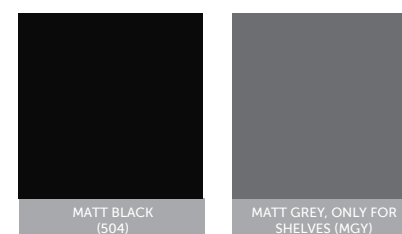
RAK-PRECIOUS WASHBASINS & COUNTERTOPS



RAK-ECOFIX & RAK-NEOFIX PUSH PLATES



RAK-JOY UNIVERSAL SHELVING SYSTEM



RAK-SILVER GRAB BARS



MIRROR FRAMES



SPONSORSHIP



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 Debiassi-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 displayed its amazing creations and new design collaborations at ISH Frankfurt in March 2023.

RAK Ceramics has been creating icons for over 30 years, working closely with architects and interior designers and utilising sustainable materials that inspire ideas, shapes, and hues conceived to give free expression to any style. Our passion and expertise, combined with meticulous attention to detail and one of the industry's most advanced research and development departments, consistently deliver a wide range of solutions for small- and large-scale projects, which have become the primary source of inspiration for renowned designers worldwide.

Part five of the ISH Innovation series featured RAK Ceramics' 3D-printed washbasins at ISH. Many other recently launched products were also on display at ISH.



RAK Ceramics has announced a new main sponsorship agreement with Emirates Club, a Ras Al Khaimah-based UAE football club. The announcement follows hot on the heels of the recent signing of the Spanish football legend **Andres Iniesta** by the club.

In the upcoming ADNOC UAE Pro League, RAK Ceramics will play a pivotal role in elevating the club's new venture on the global stage as the most renowned brand from the Emirate of Ras Al Khaimah. Providing further support, RAK Ceramics aims to highlight the new chapter in the illustrious career of one of football's all-time greatest midfielders, Andres Iniesta.

Iniesta's track record includes nine LaLiga titles, four Champions League triumphs with Barcelona, and the unforgettable World Cup-winning goal for the Spanish National team. His move to Emirates Club further ups the tempo in the UAE Pro League amid an upsurge in international football talent acquisition across the region, and will make for an exhilarating season.

EXHIBITIONS

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