

# MAGAZINE

LIFESTYLE SOLUTIONS


Ed. 1/2025

ELIE SAAB RAK-REMAL RAK-DES RAK-BATU RAK-SKIN  
RAK-COVE | RAK-JOY | RAK-CONTOUR | RAK-VALET | PUSH PLATES

JANUARY 2025



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

17.-21.3.2025  
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.

## MILANO DESIGN WEEK 2025



Milan Design Week has made Milan the world design capital by definition, the city that over the years has managed to create a consolidated reality by continuously renewing itself.

"Fuorisalone" refers to the set of events distributed in different areas of Milan that take place in correspondence with the Salone Internazionale del Mobile.

The Fuorisalone should not be understood as a trade fair event, it does not have a central organization and is not managed by a single institutional body: it was born spontaneously in the early 80s from the will of companies active in the furniture and industrial design sector.

# 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?***

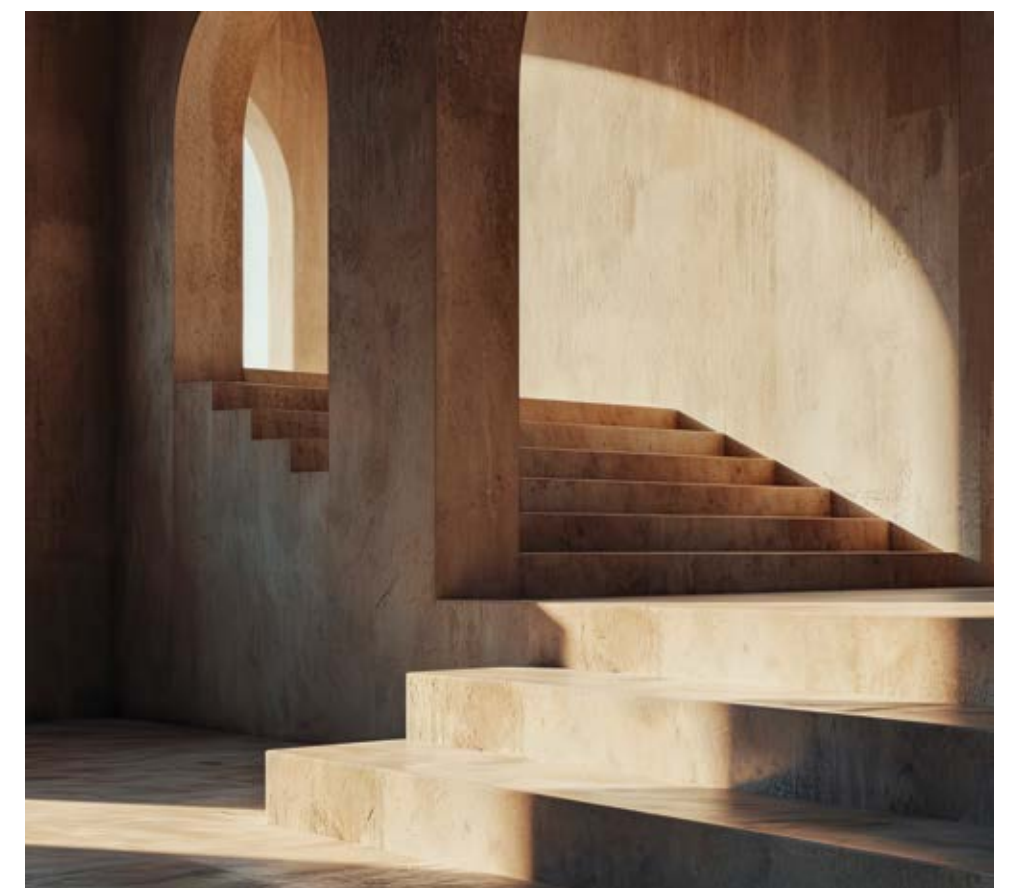
It went very well! RAK Ceramics is very much design focused and provides a lot of creative space for designers to work. Their team played a very big role in making the concept a reality with their technical expertise. I am extremely excited to see how this collection will grow in the coming years.

# 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).



A place for rest and calm, a place to restart





# 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.







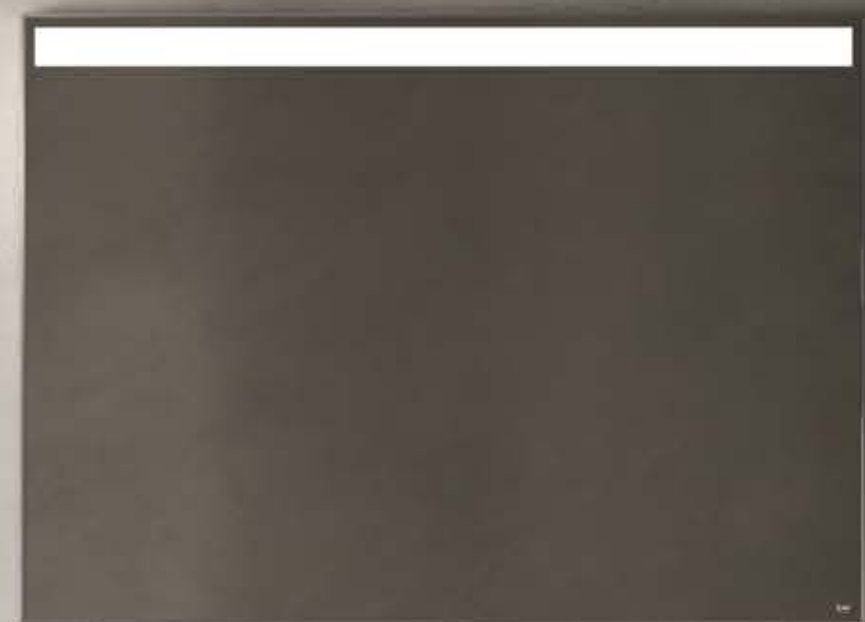


## A place for rest and calm, a place to restart

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.



BRAY



# 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.



RAK-DES

# RAK-Des goes colorful!

The RAK-Des collection evolves and embraces color to meet current market trends. Characterized by a minimalist style that draws inspiration from and pays homage to Bauhaus, the collection includes not only sanitary fixtures but also a countertop and freestanding washbasin with sleek, minimalist lines, staying true to its design inspiration. The collection is expressed in a rich palette of colors: Matt Black, Matt Grey, Matt Cappuccino, Matt Greige, and Matte White.



ALPINE WHITE (AWH)



ALPINE WHITE (AWH)



MATT WHITE (500)



MATT WHITE (500)



MATT GREIGE (505)



MATT GREIGE (505)



MATT CAPPUCCINO (514)



MATT CAPPUCCINO (514)



MATT GREY (503)



MATT GREY (503)



MATT BLACK (504)



MATT BLACK (504)



# Balinese style, contemporary design

Bali: the name is enough to evoke the distinctive decorative style of the fascinating Indonesian island.

A mystical trend that today we also find in interior architecture and which in various forms has become synonymous with harmony with nature. Let yourself be inspired by this style when designing your spaces.

Light, air, neutral shades and natural materials, including bamboo, straw and palm fronds, are some of the recurring elements in exotic interiors, designed to encourage sociality, contemplation and harmony with the surrounding landscape. Furnished with seats, furniture and low tables in carved wood, as per the artisan traditions, the exotic interiors have no perimeter walls, which may be replaced by spectacular curtains.

Get inspired and add your personal touch.





# 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





## Tactile materials for modern design

Touching is not just a sensation, but a human need and today interior design aims at recapturing through it the real essence of life, reacting in this way to the overwhelming presence of technology and digitalism in our everyday lives. In an increasingly digital world, the desire for physicality and authenticity is growing. A desire that translates into tactile and natural materials made to be touched with the eyes, even before with the hands. Tactile materials play a leading role in design lately: from floors to walls, from furniture to bathroom products. Many variations, one goal: to convey a feeling of comfort and warmth. Thus color, matter and light interact on the surfaces, defining the character of the environments. Material surfaces have the power to reconnect with nature and make us feel positive emotions. Important feelings to live in our homes, which have become a real need.

RAK-Skin was born from this need of physicality, and the pursuit of harmony with domestic contexts minimalist and sophisticated style, made of natural colors and materials with a strong and distinctive character.





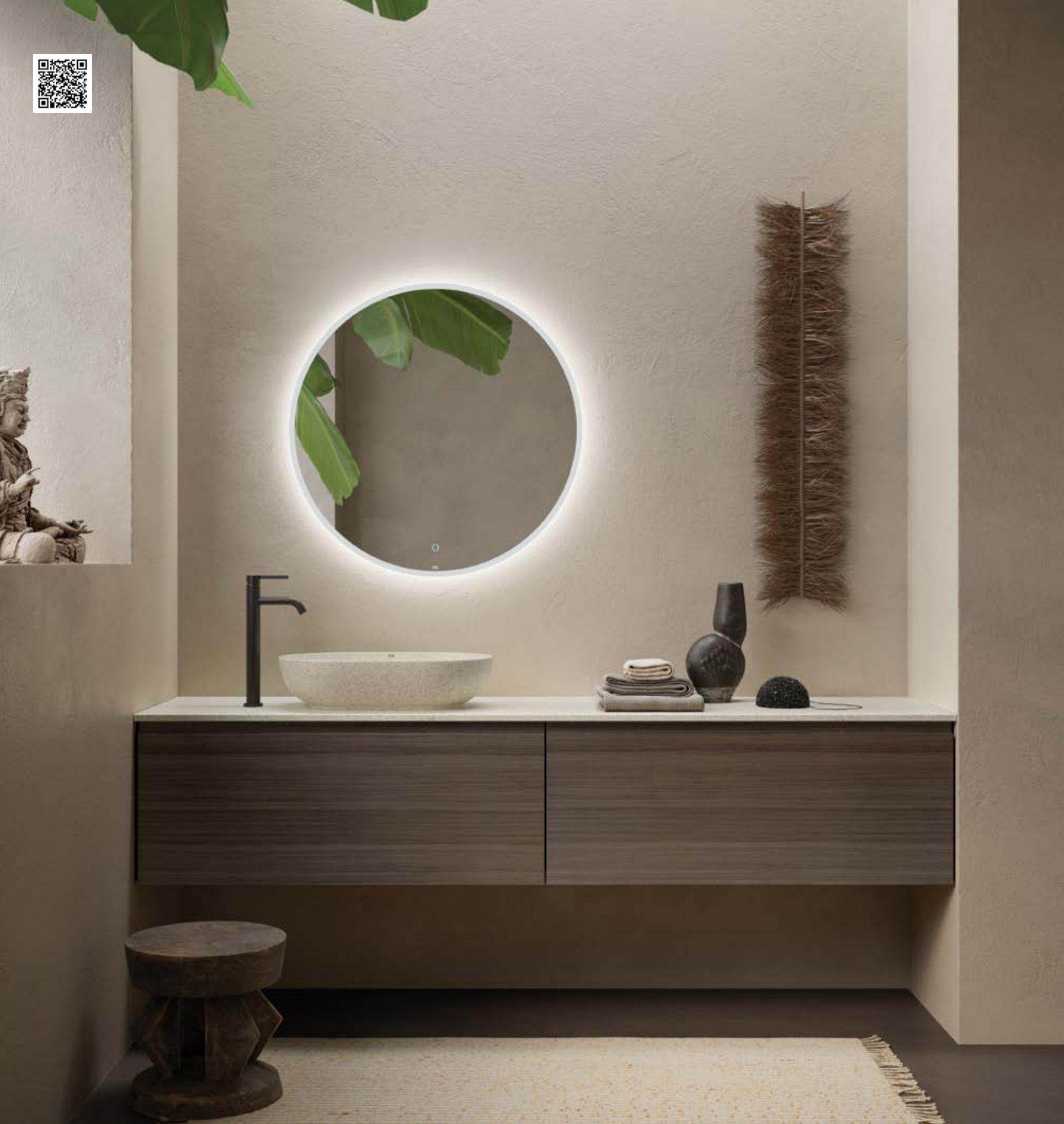
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## Unconventional feeling

RAK-Skin represents more than just an exclusive collection of washbasins; it epitomizes a distinctive and avant-garde finishing touch. The innovative materials utilized possess a gentle, embracing quality, resulting in an extraordinarily refined aesthetic. The impact is truly unique, specially crafted for extraordinary environments. When paired with RAK Ceramics' bathroom furniture featuring wood-effect materials, RAK-Skin washbasins elevate the bathroom into a realm of exceptional comfort, achieved through a harmonious interplay of warm-toned finishes. Conversely, when adorned with the stone effect, the washbasins take on a starring role in creating contrast; the fusion of warm and cold hues yields a soft and soothing outcome.

36 RAK-SKIN



## A versatile, modular solution

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.



## Creativity, functionality, sustainability and 3 new finishes



Imagine an unlimited space for your creativity. Imagine being able to do this with functional, elegant, spacious and modular solutions to suit your needs.

Imagine RAK-JOY, the RAK Ceramics bathroom furniture range, designed to organise your space and storage and meet your individual style. Innovative materials, well-organised interior spaces, modern lines, unique details and high quality standards make RAK-JOY the ideal choice for your bathroom.

RAK-JOY is now available in 3 additional new finishes: Matt Green, Matt Grey and Matt White.

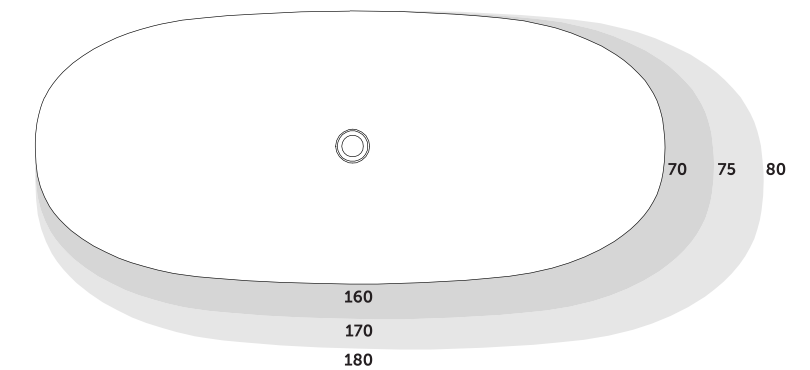
RAK-JOY respects the environment. All particleboard and MDF used in the construction of this striking furniture collection comes from responsible sources, respecting the forests, the people and wildlife who call them home. Furthermore, all external LAMILAK and TECHWOOD surfaces are made from recyclable PET or PP materials. Polyurethane glue has been used to seal all furniture edges, allowing no water ingress. RAK-JOY has been subjected to the Fira Level 5 water ingress tests, where external panels are subjected to 10 water submersion cycles with no degradation to the panels. The furniture also meets EN 14749 and BS 7-4875 structural and performance standards. Doors and drawers are fitted with lifetime guaranteed Blum hinges and drawer runners – the installers choice to 'fit and forget'.

RAK-JOY



# 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.





#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.



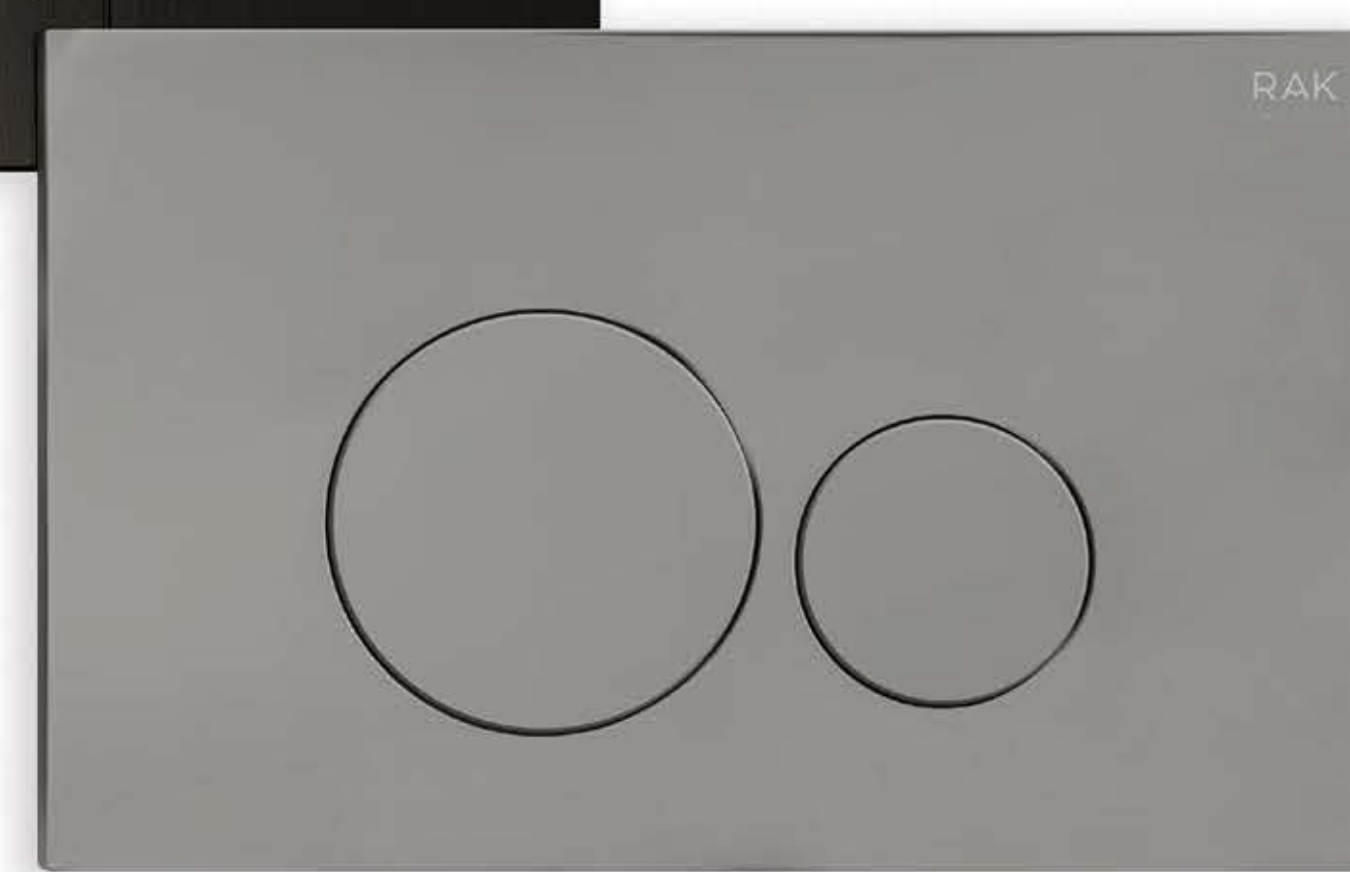
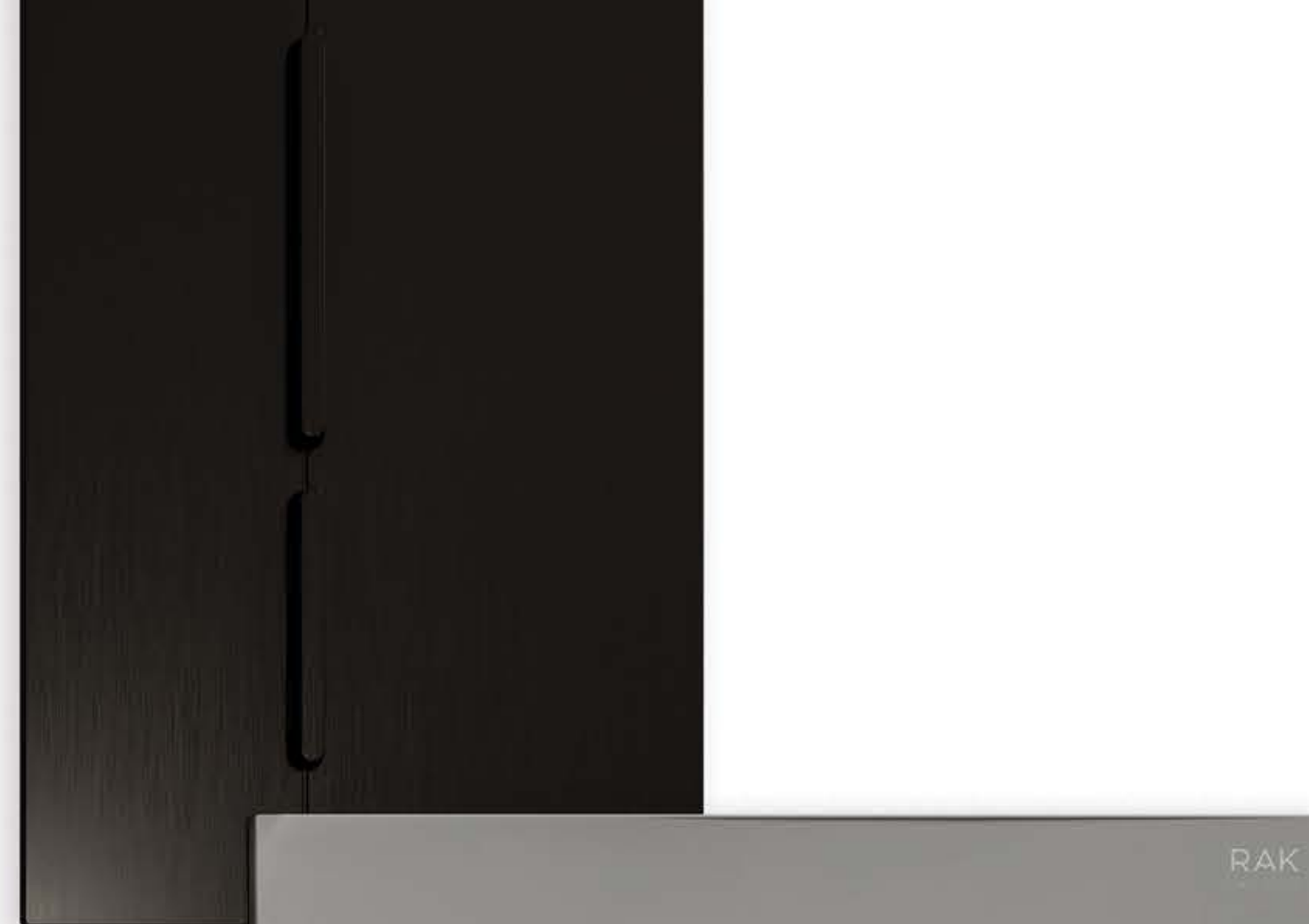
In line with current hygiene requirements, RAK-Valet also features RAK Ceramics' rimless technology. With no rims to harbour germs, this technology allows end-users to experience and benefit from the same high standards of hygiene normally found in design specifications for hospitals and medical centres.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



Sharjah Island, UAE

#GREENARCHITECTURE

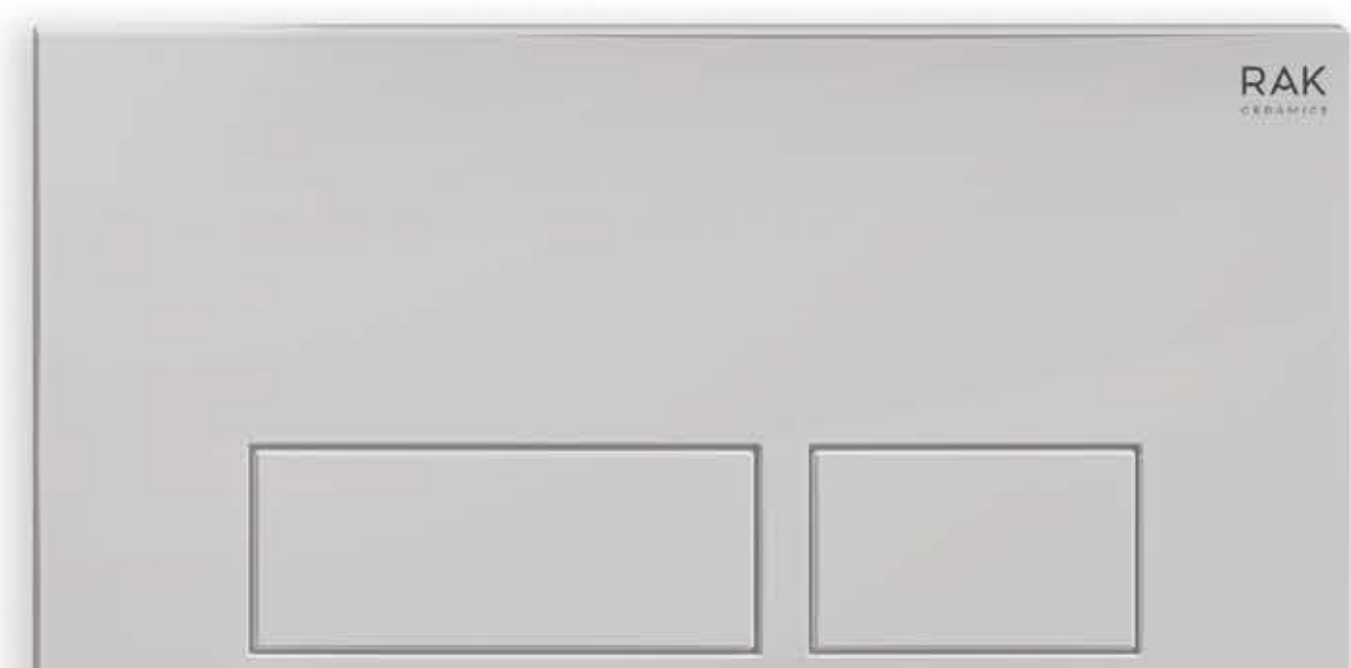




## Endless options

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

# PUSH PLATES



# PUSH PLATES



Geberit Compatible Push Plates



Linear Push Plates

Real size product

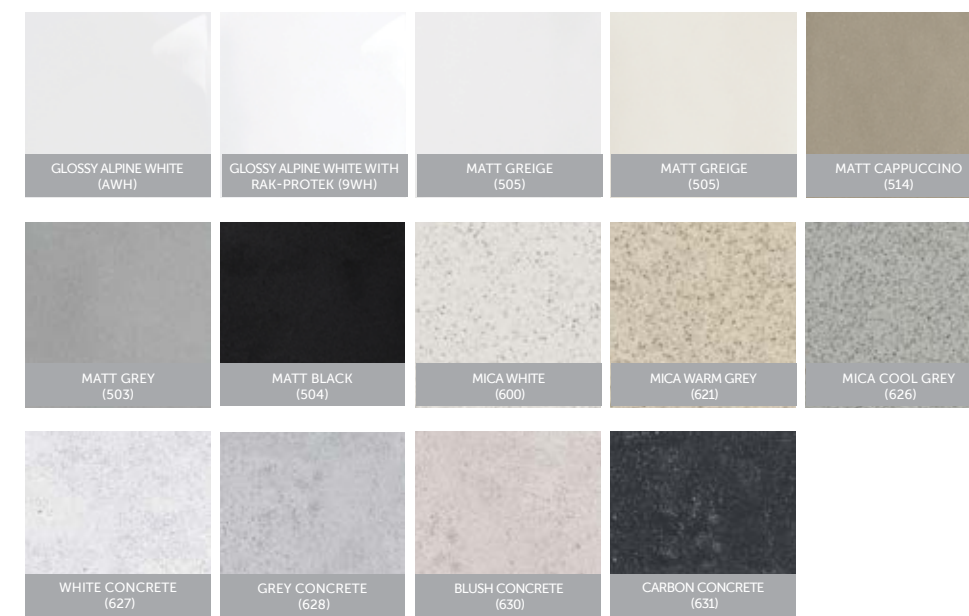


# Materials

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



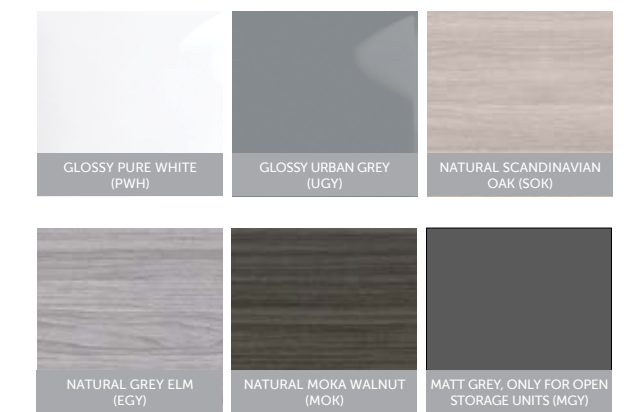
## VITREOUS CHINA & FIRECLAY



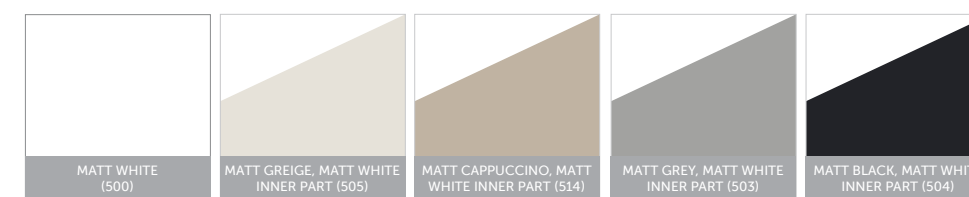
## RAKSOLID FOR SHOWER TRAYS



## RAK-JOY UNO & RAK JOY FURNITURE



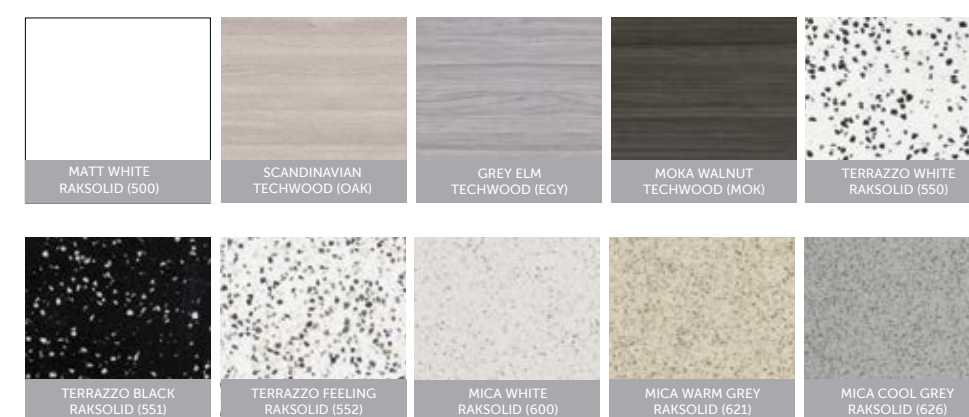
## RAKSOLID FOR BATHTUBS



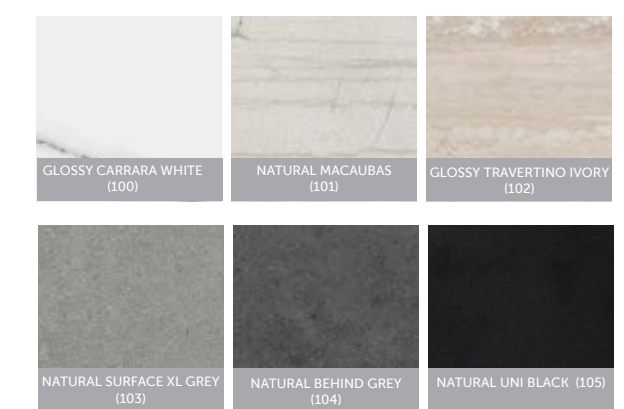
## RAK-JOY FURNITURE



## RAK-PLANO COUNTER TOPS



## RAK-PRECIOUS WASHBASINS



## RAK-ECOFIX PUSH PLATES



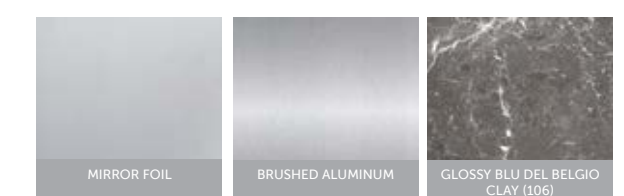
## RAK-JOY UNIVERSAL SHELVING SYSTEM



## RAK-SILVER GRAB BARS

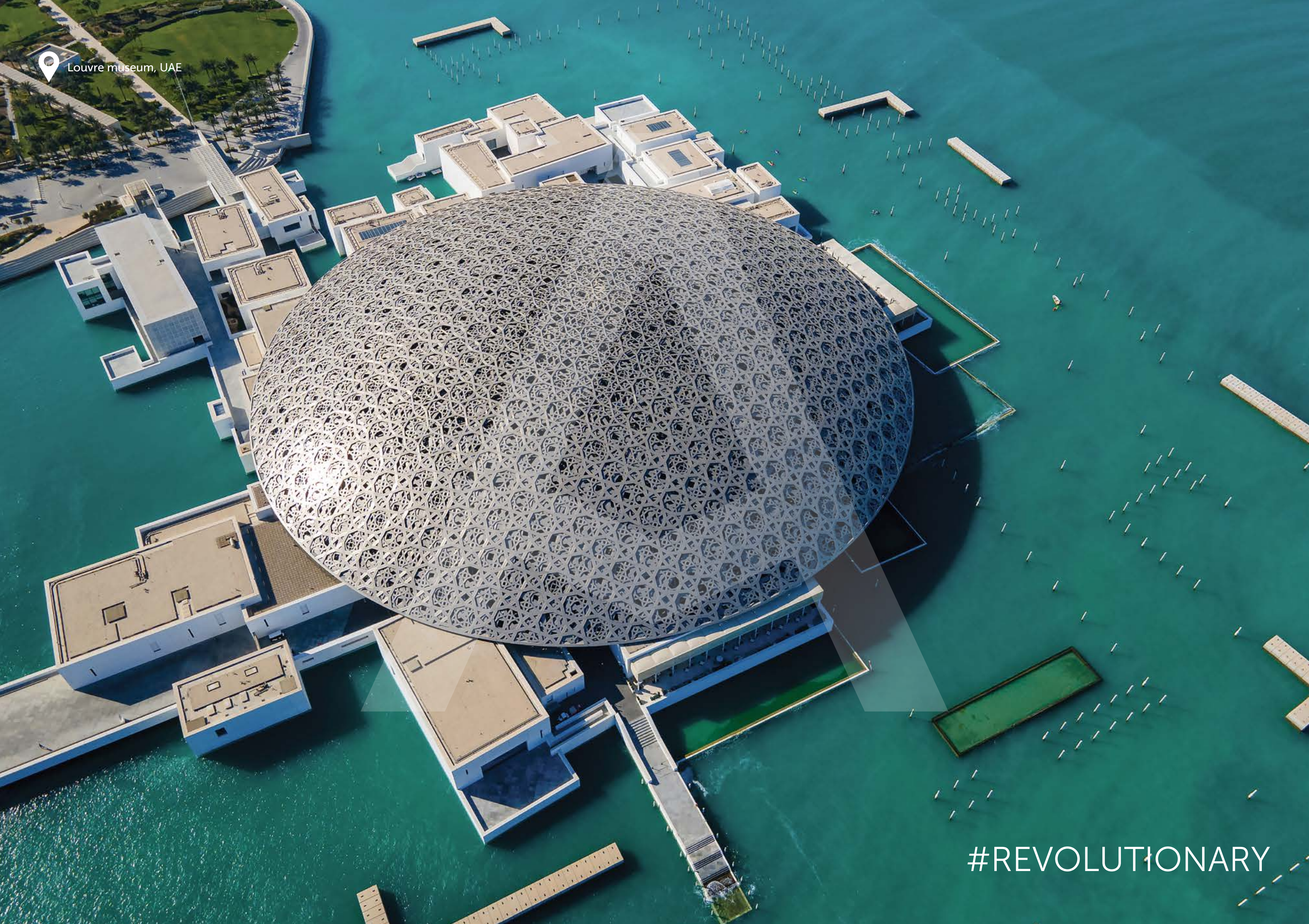


## MIRROR FRAMES





 Louvre museum, UAE



#REVOLUTIONARY



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

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

### Exceptional Bathrooms

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.

# Re-Use

The first 100%  
sustainable tile  
by RAK CERAMICS



100% RECYCLED CONTENT  
PRE-CONSUMER  
PORCELAIN TILES



RAK Ceramics' Re-Use series embodies the brand's commitment to sustainability, featuring collections that reflect an environmentally conscious production approach guided by stringent sustainability standards. The eco-design of Re-Use tiles is an ongoing process that continuously regenerates materials, setting new benchmarks for minimizing resource consumption through the continuous refinement of production methods.

The Re-Use series introduces Re-Use Quartz and Re-Use Mineral, the world's first sustainable porcelain tiles made entirely from 100% pre-consumer recycled material. These groundbreaking products mark a significant milestone in RAK Ceramics' sustainability journey, reinforcing its dedication to environmental stewardship and innovative manufacturing.

Re-Use Quartz, developed through extensive research and development, is crafted using recycled materials sourced from various manufacturing processes. This innovation underscores the company's commitment to circularity, transforming waste into high-quality, sustainable products that meet the same exacting standards of quality and performance as its premium offerings. By reducing reliance on new raw materials, RAK Ceramics conserves natural resources, minimizes waste, and significantly reduces greenhouse gas emissions, further advancing its mission towards a more sustainable future.

# MAXIMUS

MEGA SLAB

162x324

>12 mm

144x305

>14 mm

120x280

>6 mm



## Maximus becomes bigger

In a move set to redefine modern design, Maximus has introduced its expanded range of porcelain slabs, now available in striking 162x324 cm, 144x305 cm and 120x280 cm sizes. These new dimensions bring a blend of aesthetic sophistication and technological advancement to contemporary interiors, offering solutions for countertops, floors, and walls. The Maximus slabs are notable not only for their vast scale but also for their exceptional durability. Designed to endure even the harshest conditions, these tiles offer long-lasting beauty, making them ideal for both residential and commercial applications. The range includes slabs with thicknesses of 14mm, 12 mm and 6 mm, aligning with the latest design trends and professional needs.



# Mix and match

## Embracing the artistry of mixed materials in interior design

Mix and match has become a hallmark of modern interior design, particularly evident in the realm of wall and floor tiles. This concept represents a departure from traditional uniformity, embracing a more eclectic and personalized approach to interior spaces. It's about breaking free from rigid rules and exploring the creative possibilities that arise from blending different materials, colors, textures, and patterns. In contemporary interior design, mixing and matching wall and floor tiles allows for the creation of dynamic and visually stimulating environments. Rather than adhering strictly to one type of tile throughout a space, designers and homeowners are increasingly opting to combine various elements to achieve unique and customized aesthetics. One of the key advantages of the mix and match approach is its ability to add depth and character to a room. By integrating tiles with diverse textures—such as sleek porcelain, natural stone finishes, rustic woods, or even industrial concrete—designers can create visual contrasts that enliven the space. These contrasts not only enhance the overall design but also contribute to the tactile and sensory experience of the environment. Moreover, mixing different colors within a cohesive palette can produce striking effects. The mix and match concept also extends beyond mere aesthetics; it allows for practical considerations as well. For example, combining textured tiles for high-traffic areas with smoother finishes for walls can balance durability with visual appeal, and visually compelling environment.



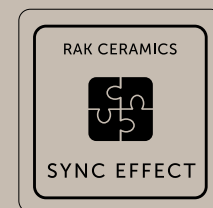
# Innotech - lab

Innovation is the heart of RAK Ceramics philosophy and the company is a pioneer in introducing hi-tech innovations that are a breakthrough in the industry and a world leader in the production of ceramic and porcelain tiles ideal for use of indoor and outdoor spaces for wall and floor coverings for residential, retail and industrial projects. RAK Ceramics Innotech Lab develops new solutions, continually pushes boundaries, thanks to the most advanced technologies used at the state-of-the-art plants. These include advancements in extra large format slabs, advanced digital printing, translucent materials, double and triple charged feeding systems, digital soluble salts, thermal-resistant Comfy glaze, anti-microbial, anti-reflective surface extremely pleasant to the touch and with anti-slip coefficient, glow-in-the-dark features, the most recent high-definition digital structure technology known as Sync Effect, and 3D Shape technology extremely natural and well-defined deepness of different levels of surface.



## Flake Set

One of the most recent innovations of RAK Ceramics Innotech lab is FlakeSet. Innovative collections like Flake Stone, feature flakes in the body of the slab, thanks to the new FlakeSet technology. The process starts by getting flakes from atomized color body powder. The flakes are blended with the raw clay, which is then molded and fired at high temperatures to ensure the flakes are evenly distributed and firmly set. Perfect for countertops and visible tile edges, FlakeSet technology redefines elegance by beautifully emulating the look of natural stone, now seamlessly integrated throughout the tile.



## Sync Effect

How to get high definition structures, using digital technology. Sync Effect is a technology that creates highly defined tiles through embossed graphics and material structure on smooth and textured surfaces. The material merges with the body of the tile to create unique and realistic designs, rich in detail and depth.

## INNOTECH - RAK CERAMICS LAB



Antibacterial solution for healthier environment



Sustainable surfaces and designs made up to 95% of recycled materials



Antislip technology for indoor and outdoor application



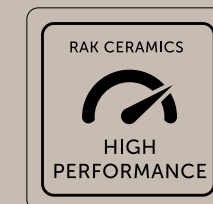
Antislip technology for indoor and outdoor application



Surface capable to absorb and repel heat or cold according to individual needs



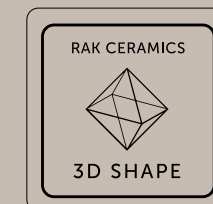
Body through stone and marble veining



Technical and versatile surfaces suitable for any kind of usage



Backlighting high tech



3D texture, surfaces, colours in unique materials



Extra matt surface with no glossy



Ultimately, mix and match in wall and floor tiles exemplifies the evolving nature of interior design - a fusion of artistry, functionality, and individual expression.



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 blue 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?***

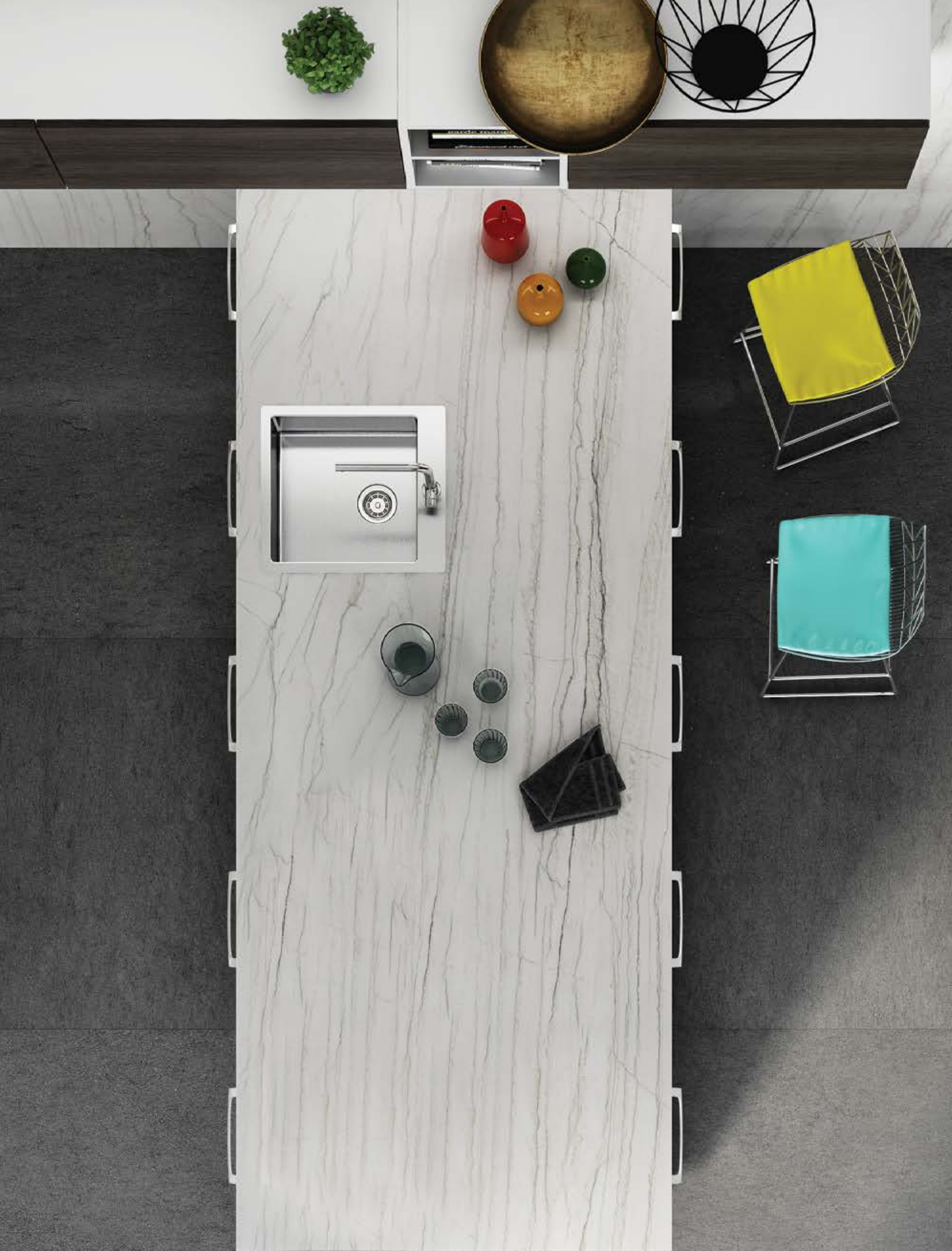
I am convinced more than ever that energy in the world of catering, as in that of art, design and architecture, must be directed outwards, towards others and towards the planet. I believe in fighting food waste and social isolation through beauty. As Albert Camus said "Beauty, no doubt, does not make 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

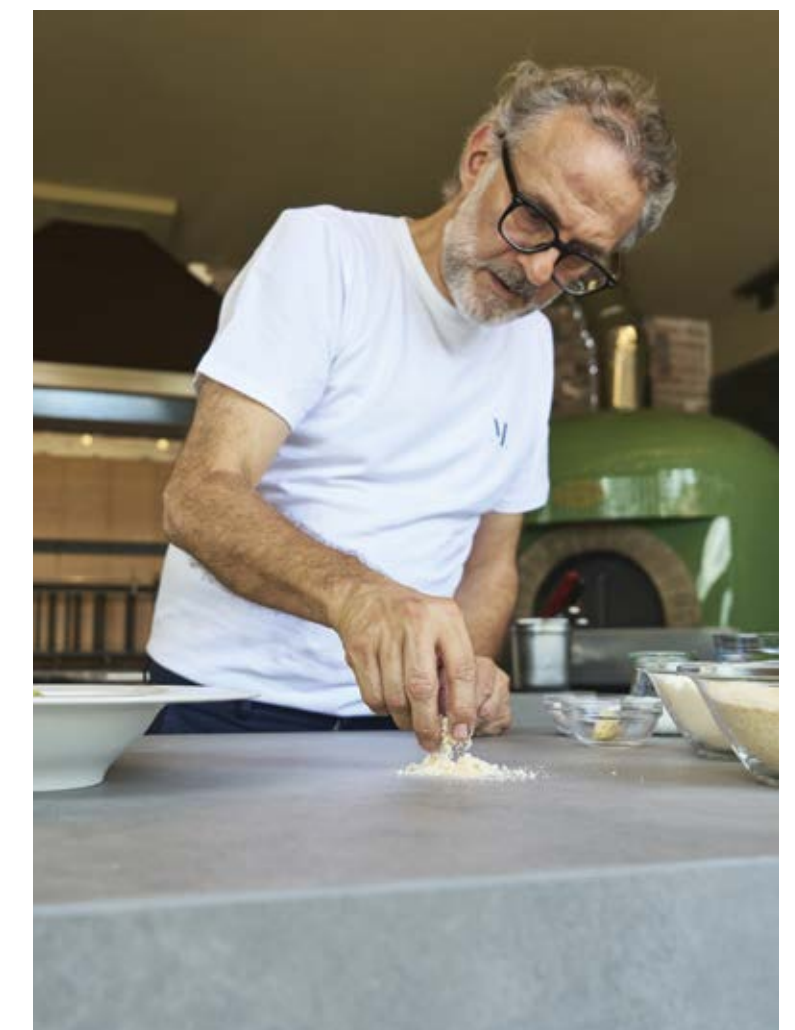
CookingRAK is designed to create a multifunctional kitchen space ideal for daily use. Integrating the system into the countertop opens up possibilities for users to prepare, cook and dine in the same space—a seamlessly designed kitchen top made for dining and entertaining.

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.





RAK Ceramics was awarded the prestigious TecnaAwards 2024 for "Innovation & Sustainability." The award was presented during TECNA 2024, the International Exhibition of Technologies and Supplies for Surfaces, held in Rimini, Italy. This recognition underscored RAK Ceramics' commitment to technological advancements and environmental sustainability in the ceramics industry.

Organized by ACIMAC (Italian Manufacturers' Association of Machinery and Equipment for Ceramics) and IEG, the award celebrated RAK Ceramics' achievements in the Middle East region. The company's significant technological investments throughout 2023-24 positioned it as a standout player, demonstrating excellence in product innovation and sustainable practices.



RAK Ceramics secured the prestigious Archiproducts Design Award 2024 in the "Finishes" category for the fourth consecutive year with its innovative GREY ANTIQUE collection.

This award-winning design embodied the Mix and Match concept, empowering designers to create personalized spaces by combining diverse surfaces, finishes, textures, and colors. GREY ANTIQUE redefined traditional ceramics, blending sophistication and natural beauty inspired by geological formations. Its versatility made it ideal for cladding, countertops, flooring, and high-traffic areas, offering unique customization options ranging from rustic to luxurious aesthetics.

A standout feature of GREY ANTIQUE was its role as the foundation for three additional collections—MOON STONE, GREY STONE, and CRYSTAL WHITE—expanding design possibilities through the deconstruction of agglomerate materials.

This accolade underscored RAK Ceramics' commitment to innovation, sustainability, and design excellence, providing solutions that harmonized durability and elegance while transforming residential and commercial interiors.

# MEDIA

RAK Ceramics participated at Cersaie 2024 in Bologna, Italy, reaffirming its dedication to design excellence, advanced technology, and sustainability. Renowned for its versatile solutions in flooring, wall coverings, and bathroom furnishings, the company continues to redefine industry standards by pushing the boundaries of design and functionality.

Among the highlights were the newly introduced FLAKE STONE and SAPIEN WOOD collections, featuring cutting-edge technologies like FlakeSet and Sync Effect to enhance design flexibility. These innovations deliver high-definition digital structures, offering ultra-realistic textures and surfaces. The Mix and Match concept remains a focal trend, allowing designers to craft personalized and dynamic spaces through creative tile combinations.

Expanding its Maximus Slab collection, RAK Ceramics now offers even larger formats, providing durable, eco-friendly solutions ideal for both residential and commercial applications. With sustainability and low-maintenance features, these slabs meet the growing demand for high-performance surfaces.



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](http://RAKCERAMICS.COM)