

RAK

CERAMICS

DESIGN HUB PREPARES FOR CLERKENWELL DESIGN WEEK

Visit 100 St John Street, London, during Clerkenwell Design Week from May 23 to 25 to see the latest bathroom and kitchen launches from RAK Ceramics.

On display at the Design Hub are new ranges of surfaces, brassware and sanitaryware, all designed to create luxurious yet highly practical modern living spaces.

One of the striking bathroom displays at the Hub showcases the RAK Ceramics Designer Collection by Patrick Norguet, RAK-Valet. This is a range composed of functional elements – available in matt and glossy finishes – that serve as veritable *valets* and hand us the objects of our daily wellbeing via functional surfaces and stylistic solutions of great visual impact: decorative forms with slender profiles for the washbasins, top-notch stylistic research for the bathtubs, elongated lines for the toilet bowls.

For the kitchen there is CookingRAK - a one-of-a-kind hidden induction cooking system, creating a stylish impression and professional results.



Designed to create a multi-functional kitchen space ideal for daily use, the system is integrated into the countertop, opening possibilities for users to prepare, cook and



dine in the same space; a seamlessly designed kitchen top made for dining and entertaining. The technology combines the high-performance of RAK Ceramics porcelain slabs, with an 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.

CookingRAK is exclusively produced with RAK Ceramics porcelain slabs in 14.5mm thickness and 135.5x305 cm size. The slabs can withstand high temperatures and with a surface hardness that resists scratching and staining. They are also an ideal

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material for kitchen
very hygienic, food-safe,
moulds and bacteria. To

countertops as they are
and less likely to harbour
conveniently locate the
cooking zones on the countertop, the RAK Ceramics slabs can be customised to
add special markings in six modifications that will suit any kitchen style.

Staying with surfaces, visitors to the Design Hub can also view the stunning Metamorfoosi collection, a decorative porcelain surface that will make an eye-catching impression for any interior. Metamorfoosi is a large-format surface, available in two sizes - 120x260cm and 120x120cm. Inspired by the colours and shapes found in nature and responding to this important interior design trend, Metamorfoosi is highly durable and splash resistant, just as porcelain should be, yet visually striking in its appeal, with several design options to choose from.



An important destination on the Clerkenwell Design Week tour, the RAK Ceramics Design Hub at 100 St John Street, Clerkenwell is one of the largest in the area, with 7,276 square feet over two floors. The space gives visitors to the area the opportunity to explore the possibilities of choosing RAK Ceramics for their projects.

Designed to be an interactive and immersive environment to inspire creativity, the Design Hub includes a working kitchen display, working tap display, Virtual Worlds 4D Theatre and a Grab and Go sample area. New product launches are given their debut at the Design Hub, the company's Mega Slab Maximus surfaces are highlighted, along with inspiring bathroom displays. The Design Hub also hosts seminars and events throughout the year and offers meeting spaces for designers and architects.



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