

# SERAX

NEW ITEMS HOSPITALITY

Spring / Summer 18





## FCK Frédéric Gautier

### ASSIETTES CONCRET STYLE

---

#### MATERIAL

Mix stoneware + concrete

During his studies in landscape architecture, Frédéric developed a growing interest in agriculture, which would lead to an overwhelming urge to create the perfect carrier for the fruits of the combined effort of man and Nature. An urge he has now translated into a series of plates, the *Assiettes Concret Style* collection. Large, to provide abundant space for the food, thick and solid like an indestructible concrete wall that lasts a lifetime, and sober, in the colours of the earth, so that they do not monopolise attention.

## FCK Frédéric Gautier

LA T

---

### MATERIAL

Mix stoneware + concrete



In the same way, Frédéric is also expanding his teapot collection with a smaller version for one person. With the *FCK* teapot collection by Frédéric Gautier for Serax, the lead role goes to the food and drinks, thanks to the unique supporting role assigned to the tableware.



## Anita Le Grelle

### TERRES DE RÊVES

---

MATERIAL

Stoneware

In the familiar colours of the earth, sky and oceans of her dream world, Anita Le Grelle has continued to expand her successful tableware line *Terres De Rêves* for Serax. This time her unique blue mini tableware takes you to tropical resorts to enjoy a variety of appetisers and tapenades. Do you prefer to stay closer to home? Not to worry, afternoon tea or coffee in your own surroundings is just as wonderful a destination. Or a nice hot soup from the elegant stoneware bowls at the kitchen table. With *Terres De Rêves* you can plan every one of your culinary journeys yourself.





## Merci

### LA NOUVELLE TABLE

---

#### MATERIAL

Stoneware – Maple wood –

18/10 stonewashed – Glass



Today, there's nothing that we love more than to conjure a multitude of tapas and small dishes and share them with family and friends. In answer to this new way of life and to meet these new needs, Merci has created a whole range of dishes, inspired by the famous 'American Modern Dinnerware' by Russel Wright and by the traditional Japanese 'bento'. The collection is made of sandstone and maple wood, in four different colours, and designed as a puzzle of twelve elements that can be stacked or fitted together at wish. The rest is up to you!







# Merci

## MEAL X 3

---

### MATERIAL

Stoneware

Where the previous tableware collection by Merci, 'La Nouvelle Table', embodies a large variety of smaller dishes and plates for sharing food with your dinner guests, the designers now go for the very essence with their MEAL x 3 collection. Because a dinner table can go without a knife, fork, dish, or plate. But without a bowl and spoon things could become complicated. Bowl food is 'hot' these days. From Oriental udon dishes through bowls filled with daily fresh seafood and vegetables to the comforting warmth of delicious soup. Or even your daily morning cereals. In short: plenty of opportunities! Moreover, Merci's different bowls are sure to spark off some additional culinary inspiration. The MEAL x 3 stoneware collection includes spoons and bowls in three shapes, colours and sizes, with the smallest bowl offering the perfect receptacle for your tea for example. The mixing & matching of colours, shapes, sizes, and – of course – ingredients is entirely up to you.





# STUDIOINedda

## SASTRUGI

---

### MATERIAL

18/10 mirror

*Sastrugi*, the tableware collection by STUDIOINedda for Serax, derives its name from the Russian word for the typical slope of the Antarctic polar landscape. That landscape, which has already been perfectly reflected in the porcelain *Sastrugi* tableware, is now expanding further, finding its resonance in STUDIOINedda's new cutlery line. The slightly undulating lines of the cutlery are not only the basis of an aesthetically pleasing object, they also provide for a surprisingly pleasant grip. From the teaspoon to the steak knife, with this cutlery every movement at the dinner table becomes a special experience.





## Piet Boon

### BASE

---

#### MATERIAL

18/10 matte polished

18/10 silver plated

*Piet Boon by Serax Cutlery* carries through the same pure and honest characteristics as the previously released successful tableware line: robust and elegant at the same time, rich in simplicity and unique in form. Each spoon, fork, or knife of the 8-piece *Piet Boon by Serax Cutlery* collection is made from a single piece of premium quality stainless steel.

In addition to giving them a sleek, solid look, it also extends a most pleasant sensation. Augment your cutlery with just a couple of pieces, indulge yourself or your loved ones with the exquisite 24-piece giftbox, or go for the ultimate *Piet Boon by Serax* experience with the silver-plated version. With *Piet Boon by Serax*, small moments become highlights.



## Louis de Limburg

### CAST

---

#### MATERIAL

Cast iron

The innovative Cast knife by Louis de Limburg defies all existing designs of knives as we know them. With its streamlined body, this knife is not only comfortable in the hand, its appearance is also way ahead of its time. The high-quality chrome nickel steel of the stem and the chrome steel of the blade guarantee durability. The use of different metals within an aerodynamic design requires a technology that enables highly complex shapes. Cast derives its name from the die casting process used for its manufacture.

**Louis de Limburg**

MONSIEUR CRUCHOT

---

MATERIAL

Glass / stoneware



*Monsieur Cruchot* instantly brings a smile to the face of the beholder. The carafe's recognisable shape and the sober use of colours speak for themselves: a classic in the making. The ceramic or glass carafe not only can be used to serve water, juice and other drinks, this gentleman also perfectly plays the part of a watering can or even a vase for a few flowers. A unique, original eyecatcher in the hospitality industry, but also the perfect gift in a beautiful gift box: alone, or accompanied by the rest of his family, *Monsieur Cruchot* conquers all hearts.

# Pascale Naessens

PURE



MATERIAL

Stoneware

Cooking with exquisite ceramics: pure romance, pure interaction. Pascale Naessens introduces "Pure", her first line of tableware. "Pure" embodies authenticity and warmth. It is based on organic lines and is made from natural materials.





MATERIAL

18/10 PVD coated + stonewashed



The teapots of the *Pure* collection by Pascale Naessens are timeless and indestructible, and they guarantee a pure flavour sensation. The cast iron material not only keeps your tea warm for longer, it also makes the water taste sweeter and softer, which gives your tea a deeper taste that lasts a lot longer. Indulge your guests with a delicious aromatic cup of tea from the larger *Pure* teapot or create your own Zen moment with the tea-for-one pot. With *Pure* from Pascale Naessens you experience the pleasure and purity of an authentic tea ceremony with each cup.

MATERIAL

Cast-iron

MATERIAL  
Glass





## Sergio Herman

### SURFACE

---

#### MATERIAL

Stoneware

Maple wood

“The Surface collection is a very personal project for me and one that comes from a long-standing desire to create and surprise. It was inspired by the raw nature of Zeeland. Its rough textures and beautiful imperfections expose what is real and what is true... From the deep grey of the mystic North Sea to a scarred and ageing skin, every surface is a symbol of depth. Every surface tells a story. Which is why I was excited to be given the opportunity to tell my own story and to translate my professional experience into this very personal range of tableware. The product of a vision both Serax and I share: a belief in talent and the power of collaboration to fuel creativity. Because a strong idea is nothing without execution.”



SURFACE  
100  
SERIAL  
0



## Studio Simple

### BOWL CARRIERS

---

MATERIAL  
Iron + oak

One of Studio Simple's wishes is to create a world you'd love to live in. In their contemporary signature style, Studio Simple presents a multifunctional and timeless setting that welcomes any form of interpretation with open arms. Black, wood, metal, and simple lines are the keywords of the versatile new objects by this resourceful designer duo.

# Piet Boon

## BASE



### MATERIAL

Bone China

The partnership of Piet Boon® and Serax reflects our shared attention to detail and commitment to delivering perfection. Merging design and functionality resulted in a sophisticated full range of high quality tableware. Base by Piet Boon and Serax, provides a blank canvas for any dish you can imagine.







## Studio Simple

### SHOVEL TRAY

---

#### MATERIAL

Iron + oak + vinyl

Clearing the glasses becomes an easy and swift task with the Shovel Tray, a convenient and surprisingly stable serving tray resembling a shovel. With their ease of use and the straightforward appearance of Studio Simple's objects for Serax, you make life more beautiful and ... simpler.

## Studio Simple

### FRUIT AND WATER DISPENSER

---

#### MATERIAL

Glass + iron

Set the table and enjoy a refreshing glass of juice or water from the ingenious glass dispenser. Thanks to the reduced circumference of the bottom and the elevated base, the dispenser is not only beautiful, solid and user-friendly, it is pretty thrifty too. Empty means empty, well ... almost that is.





**Nadia Gallardo**

TRIPOD

---

MATERIAL

Glass

**Marie Michielssen**

TERRAZZO WINE COOLER

---

MATERIAL

Terrazzo





## PJ Mares

### SANBA TABLES & CHAIRS

---

The designer duo behind PJ MARES, Tom Mares and Peter-Jan (PJ) Scherpereel, bring to life their own collection of distinctive, timeless designs and interiors. The designs are inspired by natural and warm materials that gain in beauty as they age. With their creations, PJ MARES try to find a new synthesis between functionality, cultural history and design, with the logic of the Scandinavians and the sex appeal of the Italians.



## Paola Navone

### FISH & FISH FURNITURE

---

The idea for the Fish&Fish furniture collection came to designer Paola Navone while she was working on her tableware collection. An informal 'nest' of seats and side tables that can easily be moved around, both indoors and outdoors, redecorated with different colours and cushions, following the moods and seasons as they come and go. White & black lacquered metal continuous lines are shaped into objects with a fish-bone motif that look like they have been drawn in the air. A smooth reflection of how the artist moves through life: free, like a fish in Mediterranean waters.



**Bea Mombaers**  
FURNITURE

---





Bea Mombaers for Serax equals Belgian design with an international character. The timeless lifestyle label continues a journey through the eclectic universe of interior stylist Bea Mombaers, who draws on an innate fascination for special objects and exquisite attention to detail to achieve perfect imperfection. Her urge for (un)perfect beauty is Bea's greatest drive and forms the basis for a versatile line in interior design, with sober lounge sofas, bean bag chairs, bistro tables, side tables, concrete trays, black steel wall racks, and decorative mirrors and atmospheric lamps in three sizes.

## Contact

---

**Megan Putz**

*Hospitality Inside Sales Global*

+32 3 458 05 82

megan@serax.com

---

**Nico Sas**

*Hospitality Director Global*

+32 3 458 05 82

nico@serax.com

**SERAX**

WWW.SERAX.COM