



SERAX
maison d'être



designed for Serax by

LUC VINCENT

“BLOOM is not a vase. BLOOM stands for FLOWER.

A clear evolution is noticeably in my work where I try to abandon every gratuitous formalism, any competitive form. What really occupies me is the study of functions that are part of life and its beauty.

I have always been surrounded by flowers: when I was small, the scents of daffodils, red tulips, anemones and hyacinths tickled my nose. And as an adult, peonies, roses, pink tulips and wild-flowers bring colour in my home.

Because of the complementary nature of scents and colours, but forms as well, I designed BLOOM. It is a support, a simple accessory that allows you to be playful with stems, just like with a bunch of flowers.”



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CATHÉRINE GRANDIDIER

Guided by sensibility and intuition, Catherine Grandidier experiments freely with the superposition of materials, fragmentation, pounding, overlapping and multiplication of forms. Out of this research, a collection of eclectic objects was born, their only commonality being the general universe of Serax.

About her new KNIT collection for Serax;

“Why are we so fascinated by knitting? Probably because it provides a touch of tenderness in this fierce world. Somehow it also has something to do with tradition, the skill involved that we all love so much. It also suspends time in a way, because you don't knit a sweater in five minutes... This winter the Knit-line will envelop our nicest plants and warm our hearts!”



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DANNY VENLET

Although Danny Venlet is generally considered to be a Belgian designer, his work is often infused with the typical Australian laidback spirit – open, direct, freewheeling and relaxed. His work is wide-ranging: from mobile office chairs, ice-coolers and showers, to interiors for private mansions, bars and showrooms as well as exhibition design. Each project has a playfulness, which is expressed in clear simple outlines and fresh colours.

“The candle holders designed for Serax are imbued with the wabi sabi concept. Wabi-Sabi stands for beauty.

Beauty is imperfection.

Imperfection equals nature.

Nature grows, just like this object.

It adapts to your environment and your needs.”



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IVAN KASNER

Ivan Kasner is a Dutch designer who was born in Spain in 1979. He graduated from the Design Academy in 2005, studying 'Living', after which he immediately founded his own creative bureau. Here he works as an art-director and product designer. Ivan Kasner is also the co-founder of Office Originair (2005). Over the years, this partnership has won the GIO Award (Erkenning Goed Industrieel Ontwerp, NL) and the Dutch Design Award (NL).



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PETER VAN RIET

Designs by Peter Van Riet (1970) cannot be uniformly classified in a category and are often characterised by a strong sense of form freedom. For Serax he designed a vase in which the flowers are never totally hidden.

“Initially I started playing with spheres, in order to create a number of asymmetric shapes. This method of working was at odds with the fact that most vases are round and symmetric.” This created volumes, which, in themselves, were relatively heavy. Van Riet came up with the idea to cut them in two. “I wanted to make a contrast between a full base and a less full top side. This is how the idea of the light frame grew.”

Departing from this thought the designer started looking for the right dimensions, proportions and volumes to come to the final design.



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NEDDA

Nedda El-Asmar studied jewellery design and goldsmithing at the Koninklijke Academie voor Schone Kunsten in Antwerp and the Royal College of Art in London. Since 2008 she has worked with designer Erik Indekeu under the name of Nedda. Nedda El-Asmar has already won several awards including Designer of the Year 2007 and the prestigious Cultuurprijs Vlaanderen voor Vormgeving 2008.

The Sastrugi service was designed with the day-to-day life of researchers on the South Pole in mind. After being in the biting cold outside, a big cup of hot coffee or delicious soup are more than welcome. That's why she chose to oversize her service, a small serving will not be enough to warm your hands holding the bowl. The top slopes down slightly to ensure you are totally focused on the content and enjoy the moment even more intensely. Sastrugi is made from sustainable china and its pure form is just like the undulating ice sheets of Antarctica.



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PIER LUCA FRESCHI

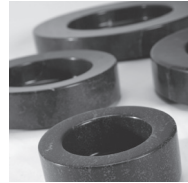
"I live and work in Imola, Romagna. I draw and design everything that has a function, everything a person needs.

My drawings are projects, every line determines a movement, every line has a deeper understanding. I love being a designer and to being curious so that an object, or rather, a design are not only abstract.

The Kahn collection grew from simple basic outlines. The wood and the china constitute a dialogue together just like powerful architecture; their interplay is in a specific language, with a specific function. On the one hand, Kahn possesses a touch of the Nordic countries but on the other hand also a warm instinctive touch. Every line on the china indicates how the object should be used and put back afterwards. The geometric lines subtly show its use and provide the soft light on the forms, the beauty of the gesture."



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JULES WABBES

In the fifties and sixties, designer and interior architect Jules Wabbes (1919 – 1974) was one of Belgium's top designers. He furnished both aircraft, offices and houses into a stylish whole, but also designed lighting elements and elegant door and window furniture that is gaining in popularity again. He often combined leather with decorative wood connections and chromed steel. Wabbes loved the best materials, his designs were quite artisanal and clearly also American inspired.

Serax has reintroduced the dishes of the "Edition Général Décoration" collection by Belgian designer Jules Wabbes.

Bulo, Serax and others took the initiative to launch the vintage furniture again. The result of this re-issue is a beautiful, modern dish available in different sizes and types of marble and glass.



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BRAM BOO

By disturbing the usual rules, Bram Boo - designer of the year 2010 - aspires to create new ideas and emotions with a focus on function and aesthetic values. The result of this connecting theme leads to ambiguous things to reconsider daily habits. His creations are often functionally enriched and therefore emotionally surprising.



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NINA TEKAMPE

Nina is a German designer and came to work with Serax thanks to the design competition we organised. Her design made the final round but was not included. When she visited Serax she was so impressed by our collection, she went to work and suggested new designs, with success. She studied product design in Aachen and was active mostly in furniture design. Her best known designs are distributed in Germany by furniture manufacturer Rodam.

In 2010, we launched her clasp vases, i.e. vases clasped in a wooden structure. And now, in 2011, Nina has new designs. A promising designer !



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ANTONINO SCIORTINO

Antonino was born in Palermo. When he was just eight years old, he began to forge iron in his father's studio. He particularly worked with 'soft' iron, which is relatively pliable and thus easier to work with. For Serax, he has designed an exclusive collection for a broader market. The side tables and iron bowls give off the feel of sculptures, and through their artistic finishing touches (painted with brushes and polished), they preserve the soul that Antonino aimed to give them. They will perfectly suit countless interiors thanks to their pure forms and 'vintage' tinted look and finish.



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ANN VAN HOEY

“I draw inspiration for my cooking from the respect of my ‘terroir’. Flanders is the land where I was born and the place where my passion comes alive. With imagination and talent, I combine the tastes and textures I find in my environs to create the ultimate dish – an experience that touches all our senses.

This symbiosis between my land and my cuisine is perfectly reflected through Geometry, a collection of plates, dishes and cups made of the finest porcelain.

The collection, born out of the collaboration with the Belgian ceramicist, Ann van Hoey, captures the adroit dialogue between geometrical shapes, from circle to point, and results in an undeniable feeling of grace and purity.

Enjoy each and every meal in the pure forms the Geometry collection.”

Peter Goossens



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CORA VON ZEZSCHWITZ

Cora Von Zezschwitz has designed for Serax several years. Following her Fashion Design studies in Toronto, Cora went to Europe where she started her fashion career at Yves Saint Laurent. It soon turned out it was not Cora's thing and she decided to leave the fashion world for what it was. Once an artist, always an artist the designer started several art studies in Paris. After her studies Cora lost her heart to the city of light. To date, the designer still lives and works in Paris.

Cora's designs have been exhibited all over the world several times already. The creations of this Canadian designer are extremely diverse, from photographs, videos, objects, and sculptures to installations even. This versatile artist does not shy away from any material, subject or channel.

Cora Von Zezschwitz has already designed several creations for Serax, nicely-shaped small white vases and flower pots.



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ROOS VAN DE VELDE

Roos Van de Velde is a visual artist who is inspired by nature. Nature is the thread that runs through all of her designs with a recurring and strong underlying presence.

Her china service symbolises innovation in different fields. It was the first time a collective was produced where the imperfection, the flaws and the coincidence during the production process were given a reason to exist. The service is like balancing on a thread: the perfect imperfection.

This autumn Serax is presenting a new 7 part service that Roos developed in co-operation with culinary French chef Michel Bras.



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PIETER STOCKMANS

Pieter Stockmans is one of the most renowned contemporary artists, and is a Flemish ambassador for culture. His work is characterised by his use of china. In his hands, the old and traditional material reveals an entirely new dimension.

To supplement the UNODUETRE service, Pieter Stockmans has now also designed Serax cutlery.

He primarily tried to give the functional aspects priority over the aesthetic which is something he always does with his industrially manufactured designs. The composition of the cutlery has also been reduced to the core assortment which allows all dining functions to be fulfilled.



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MARIE MICHIELSSEN

Marie Michielssen has been designing for the company for a long time. This in-house designer finds her source of inspiration in everyday life, where different stimuli often guide her in creating new designs.



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MONIEK VANDENBERGHE

Moniek Vanden Berghe is an authority in the area of decorative flower art. Moniek is inspired by nature. Observation and experimentation stimulate her creative process.

In her new 'recircled' collection she was inspired by the simple beauty of seemingly worthless disposable material, which was redesigned into new and timeless objects.



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BART VAN DIDDEN

Bart Van Didden is a young Dutch designer. In the context of his graduation project at the Wellant College in Houten, he designed a series of calabash vases that were subsequently included in the Serax' collection. This is the first collection developed by Bart Van Didden.



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ARNOUT VISSER

Arnout Visser is a Dutch stylist and designer who playfully incorporates physical and mechanical principles into his designs. Arnout works with many different materials, including ceramics, glass, plastic, metals and even water. The designer's preferred material, however, is glass, because of the multi-functional character of this material. Glass enables both innovation and functionality, and is highly suitable for design purposes.



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KIKI VAN EIJK

The creations made by Kiki van Eijk are often gentle and playful, but at a second glance may appear both serious and hard. Concept, material, structure and technique must all be balanced in order to develop a new and unusual design. Nostalgia is a recurring element in her concepts. The designer often works on surprising objects with both old and new techniques.



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ROEL VANDEBEEK

Roel Vandebek is a designer who is fascinated by the connections between things. The designer looks for originality in common objects, and, manages every time to come up with new, refreshing designs that stand out through their clear shapes and pure materials. Roel Vandebek describes it perfectly: "It is not easy for designers today to walk along well-beaten tracks and still come up with something that can surprise us. If I succeed in doing this, I am happy."



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CATHÉRINE LOVATT

Cathérine Lovatt, a Belgian designer, often recycles every-day objects in order to achieve completely new designs. Cathérine is stimulated by the concept of purifying and re-using the aesthetic beauty she finds in objects.



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STUDIO MANGO

Studio Mango, Paul Hendrickx and Frank Hanssen are industrial designers who are open to all styles and materials, as long as the design is both refreshing and innovative. They consider any personal style to be a limitation.



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LOUDORDESIGN

Loudordesign, Jean François D'or has already designed numerous objects for Serax, including vases and flowerpots.

What is the designer's creative source? He relies on his intuition and observation of his environment.



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RENÉ BARBA

René Barba is an internationally renowned designer who is famous for his use of a variety of materials. The designer often uses pure lines which unite minimalism and comfort.



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designed for Serax by

RENÉ BELEHRADEK

René Belehradek is a French designer who designs objects such as “solifleur” vases (single flower vases) that do flowers justice. These creations brighten up everyday elements, such as a table or a desk.



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designed for Serax by

BENOÎT VIEUBLED

Benoît Vieubled designs objects in a way that highlights and captures the purity and the essence of the design.



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BÉATRICE COLLIN

Béatrice Collin is both a stylist and a designer. This unique combination leads to clear, pure creations that are often produced from a single material.



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MARGRIET FOOLEN

In 2006 Margriet Foolen graduated from the Design Academy of Eindhoven where she studied Activity. After graduating Margriet immediately founded her own design studio. Under the 'diVers' label she puts her own designs into production. With great interest for material and processing techniques, she designs nice-looking, simple products, in which functionality is key.