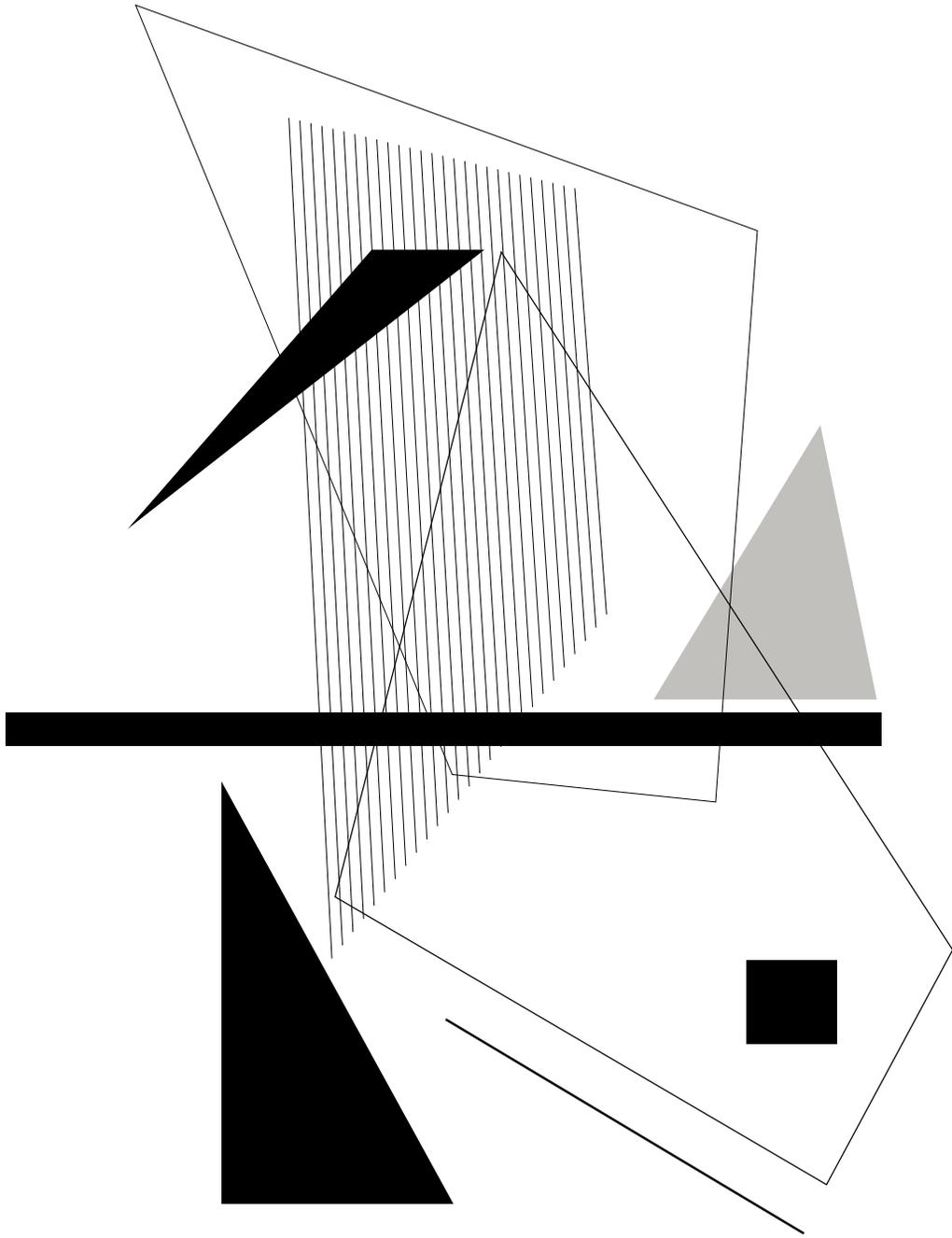


SERAX



INTERIOR DESIGN

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ABOUT

Serax werd in 1986 opgericht en stond aan de basis van een (r)evolutie in de bloemisten-sector. Ontwerpen van nationale en internationale designers zagen het levenslicht en veranderde deze sector voorgoed. Deze ambitie bepaalt nog steeds het zijn van Serax, enkel is het speelveld vergroot. Decoratieobjecten, tablewarelijnen en klein meubilair werden toegevoegd aan de collectie. Vandaag geldt Serax als een designplatform waar synergieën tussen nationale en internationale ontwerpers ontstaan. Serax houdt steeds vast aan de ambitie om haar klanten toegankelijk, kwalitatief en functioneel design aan te bieden.

Fondé en 1986, Serax inspira une (r)évolution chez les fleuristes, qui s'ouvrirent par son entremise aux créations de designers belges et étrangers. Cette ambition demeure le leitmotiv de l'enseigne, mais son champ d'action s'est considérablement accru. Petit mobilier, textiles de table et articles de décoration ont étoffé la collection, dans le respect de la philosophie de base : offrir un design de qualité et accessible. Aujourd'hui, Serax assume un rôle de plate-forme design, suscitant des synergies entre concepteurs belges et étrangers. Plus que jamais, la marque rime avec design fonctionnel, accessibilité et qualité.

Set up in 1986, Serax formed the basis of a significant (r)evolution in the floristry sector. Designs created by Belgian and international designers emerged and changed this sector forever. This ambition continues to define Serax's reason for being, except that the playing field has expanded. Decorative objects, tableware collections and small furniture articles have been added to the collection, while never losing sight of the core philosophy of accessibility, quality, design. Today, Serax serves as a design platform, where synergies are created between Belgian and international designers. Serax always retains its ambition of offering its customers accessible, high-quality and functional design.

Serax è stata fondata 30 anni fa, dando origine a una vera e propria "rivoluzione evolutiva" nel settore dei fioristi. Videro la luce creazioni di designer nazionali e internazionali, che cambiarono questo settore in modo permanente. Questo spirito continua a caratterizzare l'essenza di Serax: da allora, soltanto gli orizzonti si sono allargati. Oggetti di decorazione, varie linee di articoli per la tavola e piccoli complementi di arredo si sono via via aggiunti alla collezione, sempre all'insegna della filosofia dell'accessibilità, della qualità e del design. Oggi Serax è considerata un luogo di incontro dove nascono sinergie tra designer nazionali e internazionali. Serax si mantiene fedele alla promessa di offrire ai propri clienti un design accessibile, funzionale e di qualità.

DESIGNERS



CATHÉRINE
LOVATT

Cathérine sees simplicity and minimalism as having everything to do with logic and the object, with how materials, production and functionality fit together.



PIET
BOON

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.

SERGIO
HERMAN

Designing tableware is a very personal project for Michelin starred chef Sergio Herman. It comes from a long-standing desire to create and surprise.



ANN
VAN HOEY

'Enchanting Geometry' captures the dialogue between different geometrical shapes, which results into elegance and purity.



PIETER
STOCKMANS

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



LUC
VINCENT

What really occupies me is the study of functions that are part of life and its beauty.

BART
LENS

Bart Lens combines the liberty of creation with rationality and craftsmanship. From the foundation stone to the bedside table lamp, his passion is reflected in every detail of his creation.



MARTINE
KEIRSEBILCK

The passion for clay, this soft, supple, fire clay material inspired the designer when she designed her first collection for Serax.



EVELIEN
BLEUMINK

Her work is characterised by simplicity and an eye for detail, where aesthetics and function go hand in hand.



ISABELLE
DIELTIENS

Travelling is essential for me in order to see things within different point of views. Such experiences and meeting new people have given me inspiration.



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.



PASCALE NAESSENS

Cooking with exquisite ceramics: pure romance, pure interaction.

PJ MARES

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.



ROEL VANDEBEEK

Roel Vandebek is a designer who is fascinated by the connections between things. The designer looks for originality in common objects.



RENÉ BARBA

The designer often uses pure lines which unite minimalism and comfort.



GIEL DEDEURWAERDER

Giel is a designer with a broad perspective on many different areas. In every phase of a designing process he keeps looking for functionality, philosophy and proportions.

DIK SCHEEPERS

Designer Dik Scheepers is looking not for perfection, but simply for products that tell a story for viewers about how they were made or that reveal the process behind the piece.



NATHALIE TEUGELS

Nathalie Teugels is a graphic designer, interior designer and furniture designer. She herself prefers simplicity and sobriety, so she prefers to work with sober, basic colours.



ELLEN COLE

The Antwerp-based designer discovered her passion for ceramics only recently and conveyed it almost immediately in an elegant collection of spoons.



RENATE VOS

Her creations are not conceived in advance, but develop during the working process. The ultimate goal is to create a functional implement that always brings with it a sense of wonder.



MONIEK VANDEN BERGHE

Moniek Vanden Berghe, designer and authority in the field of floral design, has expanded her collection of ecologically inspired works.



GERD COUCKHUYT

Gerd Couckhuys is an enthusiastic creative designer who combines this creativity and technical know how to materialize and visualize your dreams with a young at heart approach.

MARIE MICHIELSSEN

Colours, which are prominent throughout the entire Serax collection, play a leading role in all of Marie's creations.



ANTONINO SCIORTINO

The hands of the Milan (Italy)-based designer Antonino Sciortino bring metal to life. Objects shaped from soft iron create a sculpture-like aura.



ISABELLE DE BORCHGRAVE

It's true that, today, Isabelle de Borchgrave has become a name that is readily associated with fashion and paper. But her name is also closely linked to the world of design.



CATHERINE GRANDIER

Catherine Grandier experiments freely with the superposition of materials, fragmentation, pounding, overlapping and multiplication of forms.

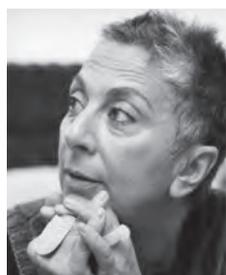
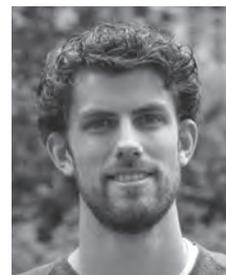
KIKI VAN EIJK

The creations made by Kiki van Eijk are often gentle and playful, but at a second glance may appear both serious and hard.



NIELS DATEMA

Niels Datema relies on minimalistic design and simple lines combined with distinctive materials. He applies his work to the world of gastronomy.



PAOLA NAVONE

Her mind and soul are a combination of flavours and colours of the South of the world. Together with the taste and forms of the West, rich in traditions, open and continuously in movement.



ANITA LEGRELLE

As a sculptor Anita exhibited in many various galleries. She has been showing her work full of inspired fantasy and supported by impeccable technical skills.



HANS WEYERS

Hans Weyers hovers on the cutting edge. His objects move away from the applied arts and are often considered to belong to the fine arts.

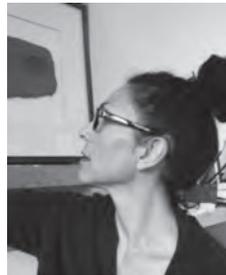


DIALECT

DIALECT is conceived as an umbrella under which Pierric De Coster and Jonas Blondeel are working, each of them having a vision and a language of his own, a dialect of his own.

NADIA GALLARDO

I like to use materials whose transparency or fragility highlight the delicacy of flowers.



FCK FREDERICK GAUTIER

His pronounced taste for brutalism led him to work with concrete. He designs with respect for primitive imperfections which are as much due to formal hazards as they are to poetic pitfalls.



STUDIO SIMPLE

Designer duo Ann Vereecken and Jeroen Worst of Studio Simple love simplicity which is obvious from their first collection.



FANNY LAUGIER

Fanny applies the slab building method on porcelain by experimenting with structures, the imprints created with modest tools from everyday life.

DELPHINE BOËL

Delphine Boël has built up a strong reputation on the European art scene, for being a non-conformist statement artist who conveys a clear message.



FILIP JANSSENS

Filip designs multifunctional modular furniture that has strong architectural overtones. He enjoys stacking volumes to create a tight interplay of lines as a result.



COLONEL

COLONEL was built in 2012 by Isabelle Gilles & Yann Poncelet. The signature of the brand is light wood, bright colors, patterns and crafts ... This mix evokes travel and holidays throughout the year.



GRINT

Michiel Goethals and Mattias Van Mieghem design unique pieces that play an important role in any interior. The works from GRiNT radiate a youthful freshness.

FURNITURE

Toegankelijk en functioneel design, de pijlers van Serax, en basis voor reeds verschillende collecties, werden vertaald in een assortiment van kleinmeubilair. De bijzondere keuze voor bepaalde materialen leidt vaak tot unieke producten die een universeel en tijdloos karakter uitademen. Het assortiment omvat oa. stoelen, (bijzet)tafels, (kruiden)rekken, schragen en accessoires.

Le design accessible et fonctionnel, un pilier de Serax qui l'a guidé pour plusieurs collections, est traduit dans un assortiment de petit mobilier. Le choix inattendu en faveur de certains matériaux a débouché sur des produits souvent hors du commun, au caractère universel et intemporel. L'assortiment comprend entre autres des chaises, des tables (d'appoint), des étagères (à épices), des chevalets et des accessoires.

Accessible and functional design, the pillars of Serax, and already the basis for many previous collections, are here translated into an assortment of small furniture. The special choice for certain materials often leads to unique products that exude a universal and timeless character. The assortment comprises among other things chairs, (occasional) tables, (spice) racks, trestles and accessories.

I concetti di accessibilità e funzionalità del design, che costituiscono i cardini della filosofia di Serax e si trovano alla base di molte collezioni, sono stati trasposti in un assortimento di piccoli complementi di arredo. La scelta originale dell'utilizzo di alcuni materiali fa spesso nascere creazioni uniche e caratterizzate da universalità e costante attualità. La gamma contempla altresì sedute, tavoli e tavolini, mensole e portaspezie, supporti e accessori.

PAOLA NAVONE

FISH & FISH





PAOLA NAVONE



Italiaanse ontwerpster Paola Navone heeft voor Serax een collectie van zetels en bijzettafels vormgegeven. Fijne lijnen in gelakt wit metaal definiëren de verschillende objecten. De speelse lijnen toveren elke kamer, terras of tuin om tot een ruimte om te genieten. Volledig ontspannen doe je in de lounge chair, waar je langsuit kan relaxen van de eerste lentezon. De lounge zetel is beschikbaar in één -en duo zit. De bijzettafels zijn beschikbaar in vijf verschillende afmetingen.

La créatrice italienne Paola Navone a signé une collection de sièges et de tables d'appoint. Ces objets ont en commun des formes élancées, en métal peint de blanc. Les lignes ludiques transforment la pièce, la terrasse ou le jardin en un espace où il fait bon se trouver. Une chaise longue propice à la détente permettra aussi de profiter du premier soleil printanier. Elle est disponible en une et deux places. Quant aux tables d'appoint, elles sont proposées en cinq dimensions différentes.

For Serax, Italian designer Paola Navone has brought out a collection of seats and side tables. Fine lines in lacquered white metal define the different objects. The playful lines transform every room, terrace or garden into a space to enjoy. Complete relaxation is guaranteed in the lounge chair where you can stretch leisurely and enjoy the first sunrays of the spring. The lounge chair is available as a single or double seat. The side tables are available in five different sizes.

La designer italiana Paola Navone ha portato una collezione di sedie e tavolini. Fini linee in metallo bianco laccato definiscono i diversi oggetti. Sono linee giocose, che trasformano qualsiasi stanza, terrazza o giardino in uno spazio da amare. Relax totale garantito con la lounge chair dove allungarsi a piacere per godere dei primi raggi del sole primaverile. Lounge chair disponibile in versione singola o doppia. Tavolini disponibili in cinque dimensioni diverse.

PAOLA NAVONE



PAOLA NAVONE



Lounge Armchair White

B5016001
71x69 H76 cm



Lounge Sofa White

B5016002
115x69 H76 cm



Side Table Small White

B5016003
30x30 H42 cm



Side Table Medium White

B5016004
30x30 H55 cm



Coffee Table Large White

B5016005
90x45 H30 cm



Dining Chair Alu No Arms White

B5016006
55x48 H78



Dinning Chair White

B5016007
55x48 H78

PAOLA NAVONE



Dining Chair Pillow
White/Alba

B5016019



Dining Chair Pillow
Stripes/Erba

B5016020



Dining Chair Pillow
Stripes/Gita

B5016021



Dining Chair Pillow
White/Alba

B5016022



Cushion One Person

B5016852
60x60 H7 cm (B7216838)



Cushion Two Person

B5016853
120x60 H7 cm
(B7216840)



Cushion White/Alba

B5016854
50x50 cm



Cushion Stripe/Erba

B5016855
50x50 cm



Cushion Stripe/Gita

B5016858
50x50 cm



Deco Cushion White/Alba

B5016856
60x30 cm



Deco Cushion Stripe/Erba

B5016857
60x30 cm



Deco Cushion Stripe/Gita

B5016859
60x30 cm

FILIP JANSSENS

JOINTED



Jointed Wall

B7215748
152x115x50cm

Folded Lamp
Studio Simple

B7215705H

Filip Janssens is een laatbloeier als ontwerper. Na twintig jaar in het onderwijs switchte hij naar interieur- en meubel-design. Hij ontwerpt multifunctionele modulaire meubels met een sterk architecturale klemtoon. Hij stapelt volumes met een strak lijnenspel als resultaat.

Filip Janssens s'est révélé tardivement comme designer. Après avoir passé une vingtaine d'années dans l'enseignement, il s'est tourné vers le design d'intérieur et la conception de mobilier. Il crée des meubles modulaires multifonctionnels, à forte connotation architecturale. Il empile des volumes de manière à parvenir à un jeu de lignes étonnant.

Filip Janssens is a late bloomer as a designer. He made the switch to interior and furniture design after spending twenty years in education. Filip designs multifunctional modular furniture that has strong architectural overtones. He enjoys stacking volumes to create a tight interplay of lines as a result.

Filip Janssens è arrivato tardi al design. Il suo passaggio all'interior and furniture design è avvenuto dopo vent'anni trascorsi nell'insegnamento. Filip crea oggetti di arredamento modulari e multifunzionali che presentano forti richiami architettonici. Ama giustapporre i volumi per dare adito a una stretta interazione di linee.

FILIP JANSSENS



Jointed Desk

B7215749
90x55x72cm



Jointed Coffee Table

B7215750
90x55x37,5cm

COLONEL

HILLS



Colonel Seat for 1
Hills

B7216836
61x65 H76cm

GIEL DEDEURWAERDER

JUNCTION



Junction maakt met zijn vormtaal een link terug in de tijd waar modulaire systemen solide en functioneel waren. Elk wandrek is een unieke invulling van eenieders interpretatie. De verschillende modules kunnen gecombineerd worden volgens eigen smaak en functionaliteit. De zachte kleuren en natuurlijke materialen geven dit wandrek een tijdloos karakter. Eén object is 120cm lang en vervaardigd uit massief eikenhout en wit gelakt roestvrij staal.

Par son design si particulier, Junction fait un bond dans le temps et parle d'une époque où les systèmes modulaires étaient solides et fonctionnels. Chaque étagère murale exprime de manière unique ce que chacun veut lui faire dire. Les modules peuvent être combinés à loisir, en fonction des goûts et de la finalité propres. La douceur des couleurs et le caractère naturel des matériaux confèrent à cette étagère murale une dimension intemporelle. Une étagère Junction mesure 1,20 mètre et se compose de chêne massif et d'acier inoxydable laqué blanc.

With its design language, Junction makes a link back to the time when modular systems were solid and functional. Each wall rack is a unique representation of everyone's interpretation. The different modules can be combined according to everyone's taste and functionality. The soft colours and natural materials give this wall rack a timeless character. A Junction wall rack is 120 cm long and made of solid oak and white lacquered stainless steel.

Con il suo linguaggio design, Junction si ricollega ai tempi in cui i sistemi modulari erano solidi e funzionali. Ogni scaffale è una rappresentazione aperta all'interpretazione di ciascuno. I diversi moduli possono essere combinati secondo il proprio gusto e le proprie necessità funzionali. Colori tenui e materiali naturali conferiscono a questo scaffale un carattere senza tempo. Ogni scaffale Junction wall rack è lungo 120 cm ed è fatto di rovere massiccio e acciaio inossidabile laccato bianco.

MARIE MICHELSEN



MARIE MICHELSSSEN



Al meer dan 20 jaar ontwerpt Marie Michielssen 2 collecties per jaar voor Serax. Voor haar ontwerpen vertrekt de huisdesigner iedere keer vanuit het dagelijkse leven. Nooit zijn ze zomaar bedoeld om mooi te zijn, ze moeten ook functioneel zijn. Zoals bijvoorbeeld het rolrek en de plantenladder die het mogelijk maken om eenvoudig je eigen jungle te creëren in huis, zelfs op een kleinere oppervlakte.

Voilà plus de 20 ans que Marie Michielssen conçoit deux collections annuelles pour Serax. La styliste maison part toujours des besoins de la vie quotidienne. Ses créations ne visent jamais à être que jolies : elles doivent également être fonctionnelles. C'est entre autres le cas de l'étagère sur roulettes et l'étagère à plantes vertes. Ces deux éléments suffisent pour s'aménager un luxuriant jardin intérieur, même sur une surface réduite.

For more than 20 years, Marie Michielssen has been designing two collections per year for Serax. In her designs, this interior designer always starts from daily life. It is never their sole purpose just to be decorative, they also have to be functional. Such as the roller rack and the plant stacker, two accessories that enable you to create your own jungle in your very own home, even on smaller surfaces.

Da oltre 20 anni Marie Michielssen crea due collezioni l'anno per Serax e ogni volta che si prepara ad iniziare un progetto il designer interno di Serax parte sempre dallo stesso presupposto, ovvero la vita quotidiana. Le sue creazioni non sono fatte per essere solamente belle, ma devono anche essere funzionali. Un esempio è lo scaffale a rotelle o ancora la scala per piante, oggetti che offrono la possibilità di creare in modo semplice uno spazio verde in casa, anche in ambienti piccoli.

SERAX - MARIE MICHELSEN



**Fashion Rack
Concrete**

B7214560
50x122xH190cm



**Serving Cart
Concrete**

B7214558
36x64xH90cm



**Trolley
Army Green**

B7217016
40x85 H70cm



**Plant Rack Large
Army Green**

B7217017
35x100 H170cm



**Ladder Incl 4 Basket
Case Army Green**

B7217018
42x30xH172cm



Herb Table Square

B7214351
65x65xH90cm



Herb Table Rectangular

B7214350
125x30xH90cm



**Herb Table
Rectangular**

B7214349
65x30xH90cm



Concrete Box Square

B7214353
25x25xH13cm



Concrete Box Rectangular

B7214352
25x14,5xH13cm



Etagere Iron + Concrete

B7214346
80x30xH167cm



SERAX



FEELING



Tabouret Tile
Black

B7216916
D28 H46cm

Tabouret Anker
Black

B7216917
D28 H46cm

Tabouret Squid
Tattoo Black

B7216918
D28 H65cm

MARIE MICHELSEN



Feeling Occasional Table
Black White

B7213235
40x40xH43cm



Feeling Stool
Bug Black Foot

B7213200
D26 H45cm



Feeling Stool
Tile Red Foot

B7213198
D26 H45cm



Stool Feeling

B7214397
D28 H46cm



Tabouret Tile Black

B7216916
D28 H46cm



Tabouret Anker Black

B7216917
D28 H46cm



Tabouret Squid
Tattoo Black

B7216918
D28 H65cm



Kitchen Stool Feeling

B7214532
D29 H65cm



High Chair
White Legs

B7215786
D30 H80cm



High Chair
Black Legs

B7215785
D30 H80cm

PJ MARES



Clothes Rack Oona White

B7217046
W110xH170cm

Clothes Rack Oona Black

B7217047
W110xH170cm



Etagere Italian
Black wood

B7217043
75x22 H64cm



Etagere Italian
Brown wood

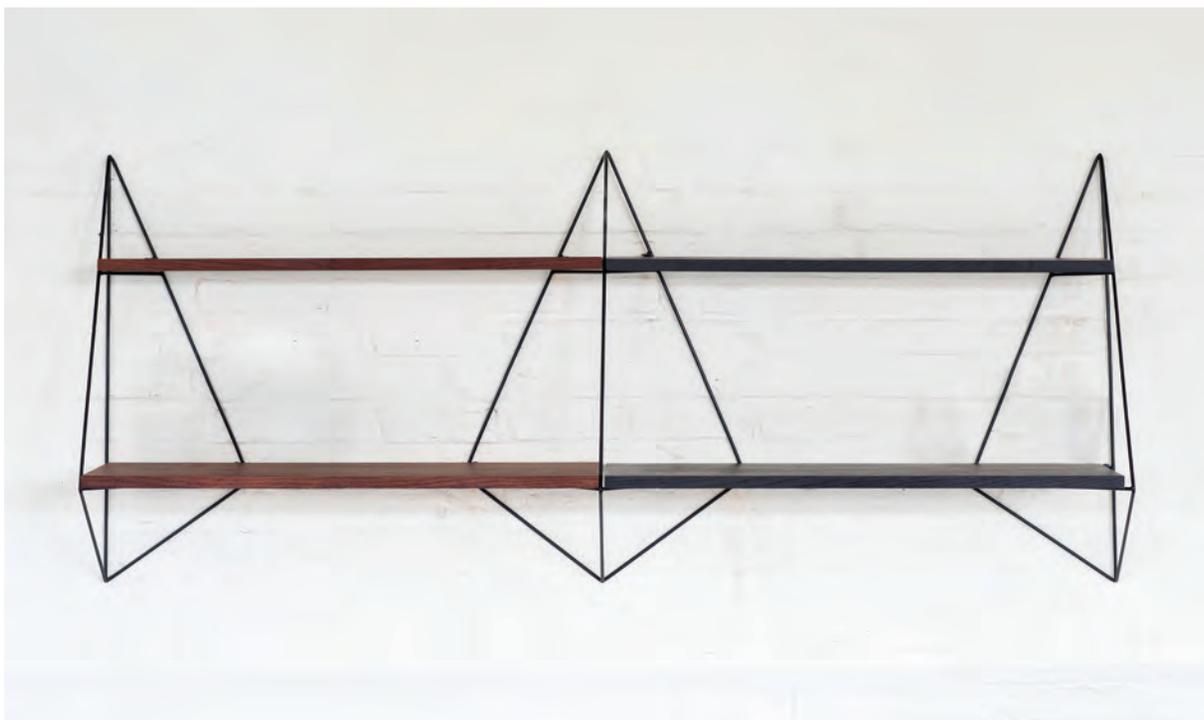
B7217044
75x22 H64cm



Etagere Italian
Mixed colours

B7217045
150x22 H64cm

PJ MARES



Het ontwerpersduo achter PJ MARES, Tom Mares en Peter-Jan (PJ) Scherpereel, brengt een eigen collectie tot leven voor onderscheidende, tijdloze designs en interieurs. De ontwerpen zijn geïnspireerd door natuurlijke en warme materialen die mooier worden naargelang ze ouder worden. Met hun creaties probeert PJ MARES een nieuwe synthese te vinden tussen functionaliteit, cultuurgeschiedenis en design, met de logica van de Scandinaviërs en het sexappeal van de Italianen.

Le duo de concepteurs qui anime PJ MARES, Tom Mares et Peter-Jan (PJ) Scherpereel, présente sa collection d'articles design et d'intérieur indémodables, mais si typés. Ses objets sont inspirés de matériaux chauds et naturels qui s'embellissent avec l'âge. PJ MARES s'efforce de trouver la synthèse entre fonctionnalité, histoire de la culture et design, logique scandinave et sex-appeal italien.

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.

Con la loro collezione Tom Mares e Peter-Jan (PJ) Scherpereel, la coppia di designer dietro PJ MARES, danno vita ad interni e ad oggetti dal design penetrante e atemporale. I loro progetti si ispirano a materiali caldi e naturali, che acquisiscono fascino e bellezza man mano che il tempo passa. Attraverso le sue creazioni PJ MARES si propone di cercare una nuova sintesi tra funzionalità, patrimonio e design, unendo la logica scandinava alla sensualità italiana.





PJ MARES

5 FRAMES
6 TABLE TOPS



Table top Sanba Black
Side green

B5016013
L60xB75 H2,1cm



Table top Sanba White
Side gold

B5016014
L60xB75 H2,1cm

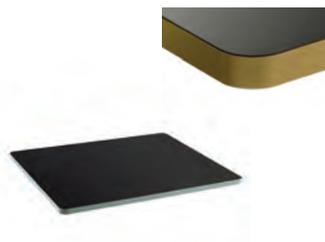


Table top Sanba Black
Side gold

B5016015
L60xB75 H2,1cm



Table top Sanba Walnut
Side white

B5016016
L60xB75 H2,1cm



Table top Sanba Black
Side white

B5016017
L60xB75 H2,1cm



Table top Sanba White
Side black

B5016018
L60xB75 H2,1cm



Frame / Black
set 2

B5016008
L73xB26 H74cm



Frame / White
set 2

B5016009
L73xB26 H74cm



Frame / Green
set 2

B5016010
L73xB26 H74cm



Frame / Red
set 2

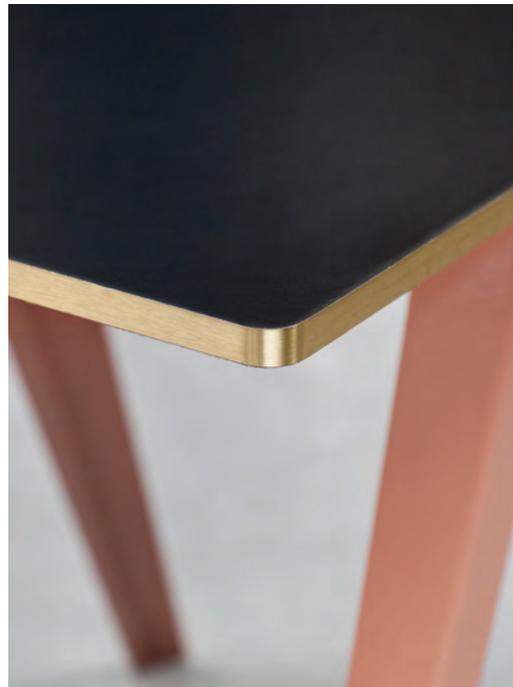
B5016011
L73xB26 H74cm



Frame / Gold
set 2

B5016012
L73xB26 H74cm

PJ MARES



DIALECT



DIALECT

NERO & VERDE



Belgian design office DIALECT came into being in 2012, when Pierric De Coster and Jonas Blondeel decided to join forces. DIALECT is conceived as an umbrella under which, for the time being, two designers are working, each of them having a vision and a language of his own, a dialect of his own. DIALECT has realised a number of varying projects and passionately pursues their own way, searching a signature of their own.

Lo studio di design belga DIALECT è stato fondato nel 2012, allorché Pierric De Coster e Jonas Blondeel decisero di unire le loro forze. DIALECT è concepito come un ombrello sotto il quale, per il momento, due designer sono al lavoro, ciascuno con una sua propria visione, un proprio linguaggio, e un proprio dialetto. DIALECT ha realizzato numerosi e diversificati progetti, perseguendo appassionatamente la sua strada, alla ricerca di una identità propria inconfondibile.

DIALECT



Het Belgische ontwerpbureau DIALECT zag het daglicht toen Pierric De Coster en Jonas Blondeel in 2012 besloten om de krachten te bundelen. DIALECT is opgevat als een koepel waaronder momenteel twee designers bewegen, elk met hun eigen vormentaal, hun eigen dialect. DIALECT realiseerde erg uiteenlopende projecten en timmert vol passie aan een eigen weg en signatuur.

Le bureau de design belge DIALECT a été créé en 2012, lorsque Pierric De Coster et Jonas Blondeel ont décidé d'unir leurs forces. DIALECT a été conçu comme une sorte d'enceinte abritant les talents de deux designers qui s'expriment chacun au travers d'une vision et d'un langage qui leur sont propres – un dialecte qui reflète leur personnalité. DIALECT a réalisé plusieurs projets de nature variée et poursuit avec passion sa vocation, en quête d'une signature unique.



Table Occasionnel
40x30xH52cm

Verde/Green
B7215742V

Nero/Black
B7215742



Table Occasionnel
60x40xH42cm

Verde/Green
B7215743V

Nero/Black
B7215743



Table Occasionnel
60x80xH32cm

Verde/Green
B7215744V

Nero/Black
B7215744



Drawertable
40x30xH32cm

Verde/Green
B7215745V

Nero/Black
B7215745



Drawerconsole
80x30xH78cm

Verde/Green
B7215746V

Nero/Black
B7215746



Coffee Table
120x80xH22cm

Verde/Green
B7215747V

Nero/Black
B7215747

TERRAZZO & CONCRETE TABLES

All frames are powder coated



Coffee Table Black /
Black terrazzo

B7216948
50x100xH45cm



Coffee Table Black /
Brown terrazzo

B7216949
50x100xH45cm



Coffee Table White /
White terrazzo

B7216947
50x100xH45cm



Table Black / Black
terrazzo

B7216940
70x70xH76cm



Table White / White
terrazzo

B7216941
70x70xH76cm



Table Black / Brown
terrazzo

B7216942
70x70xH76cm



Table White / Pink
terrazzo

B7216943
70x70xH76cm



Frame 6 / White

B7214550
D 57xH74cm



Frame 5 / Black

B7214549
D 57xH74cm

White marble



B7214554M
D 60cm

Polycement



B7214554C
D 60cm

Yellow terrazzo



B7214554
D 60cm

Pink terrazzo



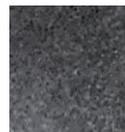
B7214553
D 60cm

White terrazzo



B7214551
D 60cm

Black terrazzo



B7214552
D 60cm

SERAX

Prachtige natuurmaterialen die verfijnde ijzeren frames sierren, dat is de nieuwe collectie van bistro en bijzettafels. Bladen in Italiaans marmer of Terrazzo zijn het perfecte canvas voor deze nieuwe eye-catchers in het gamma. De bladen zijn in verschillende formaten beschikbaar en kunnen gecombineerd worden naar eigen smaak.

Les splendides matériaux naturels décorant les jolis cadres en acier forment la nouvelle collection de tables d'appoint et de bistrot. Les tablettes en marbre italien ou Terrazzo sont les plus beaux atouts de ces articles hors du commun. Elles se déclinent en différents formats et peuvent être combinées les unes aux autres selon les goûts et les besoins.

Beautiful natural materials adorning refined iron frames: that is the new collection of bistro and side tables. Tops in Italian marble or Terrazzo are the perfect canvas for these new eye-catchers in the range. The tops are available in various sizes and combined according to own taste.

Stupendi materiali naturali a ornamento di raffinate strutture in ferro: ecco la nuova collezione di tavoli da bar e tavolini. I piani in pregiato marmo italiano o in terrazzo sapranno attirare l'attenzione in qualsiasi contesto e formano la perfetta finitura per questo nuovo arricchimento della gamma. I piani sono disponibili in vari formati e possono essere combinati a piacimento.





GRINT



Sidetable Black/Light
Blue Vintage

B7217027
45x31xH37cm

Shelf Vintage
Light Blue

B7217028
40x18xH12cm

Shelf Vintage
Messing

B7217029
40x18xH12cm

Rack 3 Colors Black/Light
Blue/Messing

B7217030
60x18xH79cm

GRiNT

JEAN



Met de nieuwe collectie 'Jean' brengen Michiel Goethals en Mattias van Mieghem, het energieke ontwerpersduo achter GRiNT, niet alleen een hommage aan Jean Prouvé, een van de grootste ontwerpers van de twintigste eeuw, ze geven ook een nieuwe betekenis aan het woord multifunctioneel. In het smeedwerk van de Jean-collectie schuilt een duidelijke link met de held van het ontwerpersduo: elegante lijnen binnen een uitgebalanceerd, multidisciplinair ontwerp. De keuze voor gelakt staal met een warme toets van messing voor de Rack, Shelf en Side table was dan ook snel gemaakt. De kleurencombinatie van zwart, ijsvogelgroen en messing toont een afgelijnd contrast tussen de hardheid van het materiaal en de transparante frisheid van het ontwerp. Naast hun ontegenzeggelijk smaakvolle en elegante look, zijn deze must-haves multifunctioneel inzetbaar doorheen het hele huis.

Par la nouvelle collection 'Jean', Michiel Goethals et Mattias van Mieghem, l'énergique duo de designers à la tête de GRiNT, rend non seulement un bel hommage à Jean Prouvé, l'un des plus grands designers du XXe siècle, mais redéfinit également le terme "multifonctionnalité". Les travaux en fer forgé de la collection Jean dissimulent un lien évident avec la figure de proue de ce duo de designers : des lignes élégantes au sein d'un concept multidisciplinaire bien équilibré. Le choix en faveur de l'acier laqué, rehaussé de la chaleur du laiton pour l'étagère Shelf, le Rack et le Side table, est rapidement devenu évident. Le mariage du noir, du verre martin-pêcheur et du laiton donne un saisissant contraste entre la dureté du matériau et la légèreté de l'objet. Outre une incontestable élégance naturelle, ces articles sont si polyvalents qu'ils peuvent remplir maintes fonctions un peu partout dans la maison.

With their latest collection 'Jean', Michiel Goethals and Mattias van Mieghem, the energetic duo behind GRiNT, do more than just pay tribute to Jean Prouvé, one of the greatest designers of the twentieth century, they also give new meaning to the word multifunctional. The ironwork in the Jean collection reveals a clear link to the designer duo's hero: elegant lines with a well-balanced multidisciplinary design. The choice of coated steel with a warm touch of brass for the Rack, Shelf and Side table was an easy one. The combination of the colours black, green and brass define the contrast between the hardness of the materials and the clear freshness of the design. In addition to their undeniably tasteful and elegant look, these must-haves are multifunctional throughout the entire house.

Con la nuova collezione "Jean" Michiel Goethals e Mattias van Mieghem, l'esuberante duo di designer che compone GRiNT, non intendono solo rendere un omaggio a Jean Prouvé, uno dei più grandi designer del XX secolo, ma vogliono fornire anche un nuovo significato alla parola multifunzionale.

Nella forgiatura del ferro, tipica della collezione Jean, si cela un evidente legame con l'eroe del duo di designer: raffinate linee racchiuse all'interno di un progetto equilibrato e multidisciplinare. Anche la scelta dell'acciaio laccato, con un caldo tocco di ottone per il modello Rack, Shelf e il tavolo Side è stata quasi ovvia. La combinazione dei colori nero, verde Martin Pescatore e ottone rivela un netto contrasto tra la durezza del materiale e la trasparente freschezza del progetto. Oltre al loro aspetto innegabilmente di buon gusto ed elegante, la multifunzionalità di questi imperdibili oggetti può adattarsi ad ogni ambiente della casa.

JUNO

Middels onderzoek en analyse van bestaande begrippen, gewoontes en producten komt Evelien Bleumink tot nieuwe ontwerpen. Eenvoud en detaillering kenmerken haar werk, waarbij esthetiek en functie hand in hand gaan.

À travers une étude et une analyse de concepts, habitudes et produits existants, Evelien Bleumink aboutit à de nouvelles créations. La simplicité et le souci du détail caractérisent son travail, équilibre parfait entre l'esthétique et la fonction.

Evelien Bleumink comes up with new designs through research and analysis of existing concepts, customs and products. Her work is characterised by simplicity and an eye for detail, where aesthetics and function go hand in hand.

Evelien Bleumink inventa nuovi design a partire dall'esplorazione e analisi di concetti, prototipi e prodotti esistenti. Il suo lavoro è caratterizzato dalla semplicità e da un particolare occhio per il dettaglio, dove estetica e funzione si danno la mano.

Towel Rack Low

- B7215718
- B7215717
- B7215716

70x140cm

Towel Rack High

- B7215723
- B7215722
- B7215724

40x200cm

Wall Towel Rack

- B7215720
- B7215719
- B7215721

90x60cm



EVELIEN BLEUMINK



ANTONINO SCIORTINO

COMMIRA



Antonino is geboren in Palermo. Toen hij acht jaar was begon hij reeds in het atelier van zijn vader met het smeden van ijzer. Hij ging vooral aan de slag met 'zacht' ijzer, dat dankzij zijn plooibaarheid gemakkelijker werkbaar was. Voor Serax ontwierp hij een exclusieve collectie voor een bredere markt.

Antonino est né à Palerme. Il avait à peine huit ans lorsqu'il commença à forger le fer dans l'atelier de son père. En raison de sa flexibilité, le fer doux devint son matériau de prédilection. À la demande de Serax, il créa une collection exclusive destinée à un marché plus étendu.

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.

Antonino è nato a Palermo. Già all'età di otto anni ha iniziato a praticare la forgiatura del ferro presso il laboratorio del padre, lavorando principalmente con ferro "dolce", più agevole da forgiare grazie alla sua malleabilità. Ha creato per Serax una collezione esclusiva per un mercato più ampio.

ANTONINO SCIORTINO

ADRIANA



ANTONINO SCIORTINO



Peg Red

B7214429
H155cm

Peg White

B7214431
H155cm

Peg Blue

B7214432
H155cm

Peg Turquoise

B7214433
H155cm

Peg Burgundy

B7214434
H155cm

Peg Black

B7214430
H155cm

ANTONINO SCIORTINO



METAL SCULPTURES



ANTONINO SCIORTINO



BINGO

ANTONINO SCIORTINO



Bookshelf
B7215633
29x29xH180cm

Bookshelf
B7215634
34x34xH207cm

Bookshelf
B7215635
39x39xH235,5cm

ANTONINO SCIORTINO

TERRAZZO



Sommigen mensen hebben kunst door hun aderen stromen. Dat is ook het geval bij Antonino Sciortino. De voormalig danser/choreograaf beschikt niet alleen over een tomeloze fantasie, hij kent ook de kunst van eenvoud en stijl. Met name dat laatste is zeer sterk aanwezig in de Terrazzo-collectie voor Serax, vervaardigd met een herkenbaar eclectisch vakmanschap en met de onmiskenbare signatuur van deze creatieve en fantasierijke Siciliaan. De feilloos gesmede onderstellen van de collectie tafels en bijzettafels zijn een afspiegeling van ambachtelijk vakmanschap. De unieke en eigenzinnige uitstraling van de terrazzo-bladen voeren je terug naar het Venetië van de vijftiende eeuw.

Certaines personnes ont un sens inné pour les arts. C'est le cas d'Antonino Sciortino. L'ancien danseur et chorégraphe présente une double facette : côté pile, une fantaisie sans bornes; côté face, l'attrait de la simplicité et du style. C'est surtout cela qui est très perceptible dans la collection Terrazzo composée pour Serax, fruit d'un savoir-faire éclectique portant clairement la griffe de ce Sicilien, dont la création et la fantaisie sont sans limite. Les soubassements en fer forgé de ses tables (d'appoint) témoignent de son savoir-faire artisanal. L'esthétique soignée et unique des plans horizontaux de cette collection Terrazzo rappelle le style vénitien du XV^e siècle.

Some people simply have art running through their veins. This is also the case with Antonino Sciortino. The former dancer/choreographer not only possesses an unbridled imagination, he has also mastered the art of simplicity and style. The latter is certainly strongly represented in the Terrazzo collection, created with a recognisable eclectic craftsmanship and with the unmistakable signature of this creative and imaginative Sicilian. The flawlessly forged bases of the collection of tables and side tables are a reflection of his traditional craftsmanship. The unique and quirky look of the terrazzo tabletop takes you back to fifteenth-century Venice.

Alcune persone hanno il privilegio di avere l'arte che scorre loro nelle vene. È questo il caso di Antonino Sciortino. L'ex-ballerino e coreografo non solo può attingere ad una sconfinata fantasia, ma è anche conoscitore dell'arte della semplicità e dello stile. Queste ultime caratteristiche sono profondamente radicate nella sua collezione Terrazzo per Serax, realizzata con una riconoscibile ed eclettica cura artigianale e con quell'inconfondibile firma di questo siciliano creativo e fantasioso. I telai perfettamente forgiati della collezione di tavoli e tavolini costituiscono un'immagine autentica della tradizione artigianale, mentre l'aura unica ed eccentrica delle lastre Terrazzo vi trasporteranno a ritroso nel tempo, nell'atmosfera della Venezia del XV secolo.

ANTONINO SCIORTINO



ANTONINO SCIORTINO



Table 'Niku' Square
Black

B7210152
35x35 – H40cm



Table 'Niku' Square
Black

B7210151
30x30 – H34cm



Table 'Niku' Square
Black

B7210150
25x25 – H30cm



Table 'Niku' Round
White

B7210153
D25 – H30cm



Bistro Table 'Sticchite'
Light Blue

B7213166
D75 – H70cm



Bistro Table 'Sticchite'
White

B7213165
D75 – H70cm



Bistro Table 'Sticchite'
Black

B7213164
D75 – H70cm



Bistro
White/White
Terrazzo

B7217037
D80 – H77cm



Bistro
Black/Black
Terrazzo

B7217038
D80 – H77cm



Table 'Bingo'
White

B7215636
D40 – H40cm



Table 'Bingo'
Black

B7215637
D40 – H40cm



Table 'Bingo'
White

B7215640
D50 – H50cm



Table 'Bingo'
Black

B7215641
D50 – H50cm

ANTONINO SCIORTINO



Side table
White/White
Terrazzo

B7217031
D30 – H35cm



Side table
White/White
Terrazzo

B7217032
D40 – H40cm



Side table
White/White
Terrazzo

B7217033
D50 – H45cm



Side table
Black/Grey
Terrazzo

B7217034
D30 – H35cm



Side table
Black/Grey
Terrazzo

B7217035
D40 – H40cm



Side table
Black/Grey
Terrazzo

B7217036
D50 – H45cm



Bookshelf

B7215633
29x29xH180cm



Bookshelf

B7215634
34x34xH207cm



Bookshelf

B7215635
39x39xH235,5cm

ANTONINO SCIORTINO



ANTONINO SCIORTINO

CATERINA



Basket For Wood
Caterina XL White

B7216869
D60 – H60cm

Basket For Wood
Caterina XL Black

B7216868
D60 – H60cm

Basket For Wood
Caterina XL Red

B7216955
D60 – H60cm

ANTONINO SCIORTINO



Bistrot Table 'Garbo'
Black

B7210172
D60 - H65cm



Bistrot Table 'Garbo'
Black

B7210171
D50 - H50cm



Bistrot Table 'Garbo'
Black

B7210170
D40 - H40cm



Bistrot Table 'Garbo'
Black

B7210169
D30 - H30cm



Bistrot Table 'Garbo'
White

B7210159
D60 - H65cm



Bistrot Table 'Garbo'
White

B7210158
D50 - H50cm



Bistrot Table 'Garbo'
White

B7210157
D40 - H40cm



Bistrot Table 'Garbo'
White

B7210156
D30 - H30cm



Bistrot Table 'Garbo'
Orange

B7210179
D50 - H50cm



Bistrot Table 'Garbo'
Orange

B7210178
D40 - H40cm



Bistrot Table 'Garbo'
Orange

B7210177
D30 - H30cm

ANTONINO SCIORTINO



Chair 'Adriana'
Burgundy

B7214297
40x40 – H83cm



Chair 'Adriana'
Light Blue

B7214296
40x40 – H83cm



Chair 'Adriana'
Blue

B7214294
40x40 – H83cm



Chair 'Adriana'
White

B7214293
40x40 – H83cm



Chair 'Adriana'
Black

B7214292
40x40 – H83cm



Chair 'Adriana'
Red

B7214295
40x40 – H83cm



Chair 'Adriana'
Woven Seat

B7214334
40x40 – H83cm



Chair Commira
Black

B7213167
46x39 – H72cm



Chair Commira
White

B7213168
46x39 – H72cm



Basket For Wood
Caterina XL Black

B7216868
D60 – H60cm



Basket For Wood
Caterina XL White

B7216869
D60 – H60cm



Basket For Wood
Caterina XL Red

B7216955
D60 – H60cm

HANG IT



NATHALIE TEUGELS



Coffee Table +
Magazine Block
Marble White

B7217025
47x47H49cm



Coffee Table +
Magazine Block
Marble Black

B7217026
60x47H49cm

'Form follows function', of 'de vorm volgt de functie': het is dé rode draad in de ontwerpen van Nathalie Teugels. Altijd opnieuw vertrekt ze vanuit een bepaalde nood in een interieur, of een bepaalde functie, om er vervolgens vorm aan te geven. De nood aan de 'Hang it' ontstond dit keer in haar eigen huiskamer en vanuit haar liefde, of eerder verzamelwoede, voor magazines, die vaak ongelezen in een hoekje belandden. Zo kwam ze tot een magazinekapstok, geïntegreerd in een bijzettafeltje: comfortabel, mooi én opgeruimd.

"Form follows function", ou lorsque la forme épouse la fonction : toutes les créations de Nathalie Teugels suivent ce fil rouge. Elles partent sans cesse d'une fonction spécifique ou d'un besoin ressenti dans un intérieur, pour prendre forme. Cette fois, c'est chez elle, de son insatiable passion – ou plutôt de sa "collectionniste aiguë" de magazines – qui terminaient souvent dans un recoin oublié, sans avoir été totalement lus. C'est ainsi que lui vint l'idée d'un porte-magazines intégré à une petite table d'appoint. Un article confortable, joliment esthétique et bien ordonné.

'Form follows function' is the common thread that runs through all of Nathalie Teugels' designs. Over and over again, she starts from a certain need in an interior, or a certain function, to subsequently shape it. The need for the 'Hang it' arose in her own living room this time, from her love, or rather collector's mania, for magazines that often landed – unread – on a forgotten pile in a corner. Thus, the idea of a magazine hanger emerged, integrated into a side table: comfortable, beautiful and tidy.

"Form follows function", ovvero "la forma segue la funzione". È questo il filo conduttore nei progetti di Nathalie Teugels, che ogni volta parte da un bisogno o da una funzione specifica di un interno, per poi passare alla forma. Questa volta il bisogno di "Hang it" è nato nella sua stanza e dalla sua passione o meglio dalla sua brama di accumulare riviste, spesso dimenticate in un angolo senza essere lette. Da ciò l'idea di un appendiriviste integrato in un tavolino: confortevole, bello e ordinato.

LUC VINCENT

BOIS DE ROND



LUC VINCENT



Rack For Wood Small

B7213070
90x24x100cm

Rack For Large Wood

B7213071
90x24x190cm

**Firebasket
Peter Van Riet**

B7212513
D58xH80cm

**Log Rubber Basket
Moniek**

B7212600
D45xH34cm - D56xH39cm
(SET/2)

LUC VINCENT



Met Vinyl Vinyl krijgt de klassieke schoolstoel een tweede leven geïnjecteerd. De stoel, met het klassieke buizenframe veroverd dankzij de transformatie van Luc Vincent zijn plaats als design object in onze dagdagelijkse leefruimte. Geen zitvlak en rugleuning in hout, maar kleurrijke vinyl vlakken in verschillende tinten. Beschikbaar in mono uitvoering (1 kleur) of in duo uitvoering (2 kleuren).

Vinyl Vinyl donne une nouvelle vie aux traditionnelles chaises d'école avec cadre tubulaire. Grâce à l'imagination de Luc Vincent, elles deviennent des objets design qui s'intègrent harmonieusement à notre environnement de vie quotidien. L'assise et le dossier en bois ont laissé place à des panneaux vinyle aux coloris variés, unis ou en deux tons.

Thanks to Vinyl Vinyl the classic school chair is given a second life. The chair, with the classic tube frame has taken its place as design object in our day-to-day living area thanks to Luc Vincent's transformation. No seat and back in wood, but colourful vinyl surfaces in different shades. Available in mono (1 colour) or duo (2 colours).

Con "Vinyl Vinyl" la classica sedia scolastica vive un'autentica rinascita. Grazie alla trasformazione di Luc Vincent la sedia, con la classica struttura tubolare, conquista un posto come oggetto di design nel nostro spazio vitale quotidiano. Basta con le sedute e gli schienali di appoggio in legno e via libera a colorate superfici in vinile in differenti tonalità. Disponibile in versione singola (monocolore) o doppia (bicolore).

VINYL VINYL



B7213220
40x49xH80cm



B7213227
40x49xH80cm



B7216931
40x49xH80cm



B7216932
40x49xH80cm



B7216933
40x49xH80cm



B7216934
40x49xH80cm



B7216938
40x49xH80cm



B7216939
40x49xH80cm

STUDIO SIMPLE

DAY-SIGN



Paravent Studio Simple

B7215704
180cmx162cm

STUDIO SIMPLE



Trestle Oak

B7214335
70xH71cm



Trestle White

B7214336
30xH44cm



Trestle White

B7214337
60xH44cm



Spake Seat Oak

B7214338
48x110xH48cm



Stool terrazzo

B7216802
D33 H44cm



Low Seater Oak

B7214343
37xH75cm

Het designersduo Ann Vereecken en Jeroen Worst van Studio Simple houden van eenvoud. Steevast komt het simplistische design en de keuze van de materialen terug in de creaties van dit duo. De collectie van Studio Simple geniet een universeel karakter en geeft aan elk interieur een extra touch. Een helder en mooi staaltje design van eigen bodem.

Les stylistes Ann Vereecken et Jeroen Worst (de Studio Simple) aiment la simplicité. Chacune de leurs créations est marquée par un design sobre et un choix précis de matériaux. La collection de Studio Simple présente un caractère universel qui apporte un plus à chaque déco intérieure. Un bel échantillon de design belgo-belge.

The two designers Ann Vereecken and Jeroen Worst of Studio Simple love simplicity. The simple design and the choice of materials invariably show up again and again in the products made by this duo. The Studio Simple collection shows a universal character and provides that extra touch to every interior. A clear and beautiful example of design from our very own country.

La coppia di designer composta da Ann Vereecken e Jeroen Worst di Studio Simple ama la semplicità. La costante che caratterizza le creazioni dei due artisti è costituita dalla semplicità del design e dalla scelta dei materiali. La collezione creata da Studio Simple è contraddistinta da un carattere universale ed è in grado di conferire un "tocco" in più a qualsiasi tipo di interni. Un'espressione luminosa e veramente esemplare del design belga.

STUDIO SIMPLE



Hang Rack
Studio Simple L

B7216801
45x17 H45cm

Hang Rack
Studio Simple S

B7216800
45x17 H30cm

STUDIO SIMPLE



STUDIO SIMPLE



STUDIO SIMPLE

REFLECT



STUDIO SIMPLE



Studio Simple bewijst ook deze keer weer dat design ogenschijnlijk mooie vormen kan aannemen en multifunctioneel is. Het designersduo, Ann Vereecken en Jeroen Worst, speelt met reflectie en brengt een collectie van zowel spiegels als dienbladen uit die de schoonheid vastlegt op kopergouden of onyxzwarte glas.

Studio Simple démontre une nouvelle fois que le design peut apparemment adopter de belles formes et être multifonctionnel. Le duo de designers, Ann Vereecken et Jeroen Worst, joue avec la réflexion et propose une collection de miroirs et de plateaux de service qui fixe la beauté sur le verre chrysocale ou noir onyx.

Studio Simple proves once again that design can take on the most beautiful forms and be multi-functional at the same time. The designer duo, Ann Vereecken and Jeroen Worst, play with reflection, and present a collection of both mirrors and platters that capture the sheer essence of beauty on copper golden or onyx black glass.

Ancora una volta Studio Simple dimostra che il design può assumere forme dalla splendida apparenza ed essere altresì multifunzionale. Il duo di designer Ann Vereecken e Jeroen Worst gioca con i riflessi e svela una collezione di tanti specchi e altrettanti vassoi in grado di definire la bellezza su vetro ottone color oro od onice nero.

STUDIO SIMPLE



Mirror Tray Round
Black

B7216878
D31 – H6cm



Mirror Tray Round
White

B7216879
D31 – H6cm



Mirror Tray Oval
Black

B7216880
67x41 – H11cm



Mirror Tray Oval
White

B7216881
67x41 – H11cm



Mirror Tray Oval L
Black

B7216882
80x31 – H6cm



Mirror Tray Oval L
White

B7216883
80x31 – H6cm



Coatrack Mirror S
Copper White

B7216884
D25 – H11cm



Coatrack Mirror L
White

B7216885
D30 – H15cm



Coatrack Mirror S
Dark Green

B7216886
D25 – H11cm



Coatrack Mirror L
Black

B7216887
D30 – H15cm

LIGHTING

De verlichting collectie herbergt verschillende sfeermakers die in elk type interieur integreerbaar zijn. De grote variatie aan materialen en vormen bieden een gediversifieerd gamma dat elke designliefhebber kan bekoren.

La collection de luminaires comprend des articles convenant à tous les types de décors intérieures. La grande diversité de formes et de matériaux se traduit par une gamme design bien achalandée, qui plaira à tout amateur du genre.

The lighting collection houses various atmosphere creators that can be integrated in any type of interior. The huge variation in materials and shapes offers a diversified range that can appeal to any design lover.

La collezione di oggetti Lighting contempla vari elementi per la creazione di illuminazioni d'atmosfera perfettamente integrabili in qualsiasi ambiente d'interni. L'ampia varietà di forme e materiali si sintetizza in una gamma diversificata, in grado di affascinare ogni amante del design.

STUDIO SIMPLE



STUDIO SIMPLE



STUDIO SIMPLE

TOUCH OF BRASS



STUDIO SIMPLE



Wire Lamp
Studio Simple
White

B7215705H



Wire Lamp
Studio Simple
Black

B7216921



Hanging Lamp
Conical Sharp

B9516012
26x26 H12cm



Hanging Lamp
Conical Hollow

B9516013
32x32 H12cm



Hanging Lamp
Conical Sphere

B9516014
26,5x26,5 H12cm



Hanging
Lamp

B9516015
26x26 H12cm



Wall Lamp
Studio Simple

B7214341
120xH40cm



Folded Lamp
Studio Simple

B7215705



Hanging Lamp
Conical Sharp Black

B9516016
26x26 H12cm



Hanging Lamp
Black

B9516019
26x26 H12cm



Hanging Lamp
Conical Hollow Black

B9516017
32x32 H12cm



Hanging Lamp
Conical Sphere Black

B9516018
26,5x26,5 H12cm



Matt Lamp
Black

B7217059



Matt Lamp
White

B7217060



Edison Deco
Led Lamp

B6716044
64x140mm
2W (200 Lumen)



Edison Deco
Led Lamp

B6716045
125x175mm
2W (200 Lumen)



Edison Deco
Led Lamp

B6716046
95x145mm
2W (200 Lumen)

RENATE VOS



RENATE VOS

CONCRETE LAMP



RENATE VOS



**Table Lamp Beton
Small**

B7214483
D18xH24cm



**Table Lamp Beton
Medium**

B7214484
D33xH51cm



**Table Lamp Beton
Large**

B7214485
D27xH100cm



Wall Lamp Beton

B7214486
L23xH19cm



**Lamp Concrete
Small Round**

B7212509
D12xH13cm



**Lamp Concrete
Big Round**

B7212510
D18.5xH17cm



**Lamp Concrete
Round XL**

B7212510A
D34xH38cm

CATHÉRINE LOVATT



**Lamp On Concrete
Small**

B0713014
21x19xH34cm



**Lamp On Concrete
Large**

B0713015
25x25xH33,5cm



**Hanging Lamp
Porselain Large**

B0713018
31x16xH32cm



**Lamp Round
Porselain**

B0713020
14,5x14,5xH47cm



**Hanging Lamp
Porselain Small**

B0713017
27,5x9,6xH17cm

ONTWERPDUO

NOVECENTO



Lamp Bulb
Clear

B0817796
D14,5xH37cm

Lamp Bulb
Darkgreen

B0817797
D14,5xH37cm

Lamp Bulb
Grey

B0817798
D14,5xH37cm

Tineke Beunders en Nathan Wierink van Ontwerpduo vormen samen een wonderbaarlijke combinatie van fantasie en vindingrijkheid. Met deze collectie zetten ze hun tanden in een stukje geschiedenis, dat ze herscheppen tot een origineel, hedendaags en toch tijdloos ontwerp. De Novecento-hanglamp neemt de verlichting van de kamer terug naar de sfeer van ruim een eeuw geleden. Het ontwerp is strak en simpel, zonder al te veel tierlantijntjes, maar met behoud van alle comfort uit het heden. De heldere, blauwe of grijze glazen kap onthult het metalen hangwerk en de elektrakabels op een subtiele, oogstrelende manier.

Tineke Beunders et Nathan Wierink, alias Ontwerpduo, forment un mariage remarquable de fantaisie et d'inventivité. Avec cette collection, ils revisitent un pan d'histoire du design en un concept original, contemporain et pourtant indémodable. Le luminaire Novecento évoque les modes d'éclairage de nos aïeux. L'objet est simple et dépouillé, sans ornement, mais préserve tout le confort contemporain. Les verres bleu ou gris clair dévoilent de façon subtile et ravissante le système de suspension métallique et les câbles électriques.

With this collection, Ontwerpduo's Tineke Beunders and Nathan Wierink, two designers with a wonderful blend of imagination and ingenuity, dive straight into a slice of history, recreating it into an original, contemporary and timeless design. The Novecento hanging lamp recreates a room's atmosphere of more than a century ago. The design is sleek and straightforward, without too many frills, but retaining modern comforts. The clear blue or grey glass cloche reveals the metal framework and electrical wiring in a subtle, eye-catchingly elegant way.

Tineke Beunders e Nathan Wierink, creatori di Ontwerpduo, rappresentano una stupefacente combinazione di fantasia e creatività. Con questa collezione affondano i denti in un pezzo di storia, che rielaborano per dare vita ad un design originale, contemporaneo eppure atemporale. La lampada Novecento con la sua illuminazione riporta la stanza ad un'atmosfera di oltre un secolo fa. La forma è tersa e sobria, senza troppi fronzoli, pur mantenendo ogni comfort dell'epoca attuale. Il paralume è realizzato in vetro trasparente dal colore grigio o azzurro, grazie a cui è possibile intravedere in modo delicato e pregevole la struttura in metallo sospesa e i cavi elettrici.

SERAX



Globe Lamp Small

B6614081
D14xH25cm

Globe Lamp Large

B6614082
D17xH40cm

Globe Lamp Extra Large

B6615001
D28xH48cm

RENÉ BARBA



Lamp Concrete
B7215648
D8xH52cm



Lamp High Clear
B0814656
D16xH31cm



Lamp On Cork Green
B0814664
D13xH29cm



Lamp On Cork Amber
B0814663
D13xH29cm



Lamp Bol Amber
B0814660
D15,5xH25,5cm



Lamp High Amber
B0814657
D16xH31cm



Lamp Bol Green
B0814661
D15,5xH25,5cm



Lamp High Green
B0814658
D16xH31cm



Lamp Bol Clear
B0814659
D15,5xH25,5cm



Lamp On Cork Clear
B0814662
D13xH29cm

ANTONINO SCIORTINO



Flamingo Lamp Large

B7215775
205x17xH209cm

Flamingo Lamp Medium

B7215774
90x13xH162cm

Flamingo Lamp Small

B7215773
50x10xH73cm

ANTONINO SCIORTINO



ANTONINO SCIORTINO



Table Lamp Antonino

B7211291
24x24xH42cm



Table Lamp Antonino

B7211347
24x24xH42cm



Table Lamp Antonino

B7211349
24x24xH42cm



Table Lamp Antonino

B7213275
24x24xH42cm



Reading Lamp 'Astuta Da Terra'

B7211292
24x30xH116cm



Reading Lamp 'Astuta Da Terra'

B7211348
24x30xH116cm



Reading Lamp 'Astuta Da Terra'

B7211350
24x30xH116cm



Reading Lamp 'Astuta Da Terra'o

B7213276
24x30xH116cm



Lamp 'Lorenza'
Light Blue

B7213158
D32xH23cm



Lamp 'Tiziana'
Taupe

B7213160
D47xH18cm



Lamp 'Marella'
White

B7213159
D25xH34cm



Lamp Trompe l'oeil
Black

B7217039
22x22xH46cm

ANTONINO SCIORTINO



ANTONINO SCIORTINO

TROMPE L'OEIL



Lamp Trompe l'oeil
Black

B7217039
22x22xH46cm

ANTONINO SCIORTINO



FEELING



Lamp Feeling
Concrete Red Iron

B7213237
D17xH24cm

Lamp Feeling
Concrete Green Iron

B7213238
D17xH24cm

Lamp Feeling
Concrete White Iron

B7213239
D17xH24cm

AZ&MUT



Lamp AZ&MUT Brown

B7214567
D34xH25cm

Lamp AZ&MUT Grey

B7214568
D34xH25cm

SERAX



Lamp Clear

B0814687
D16xH21cm



Lamp Clear

B0814688
D14xH25cm



Lamp Clear

B0814689
D13xH27cm

FABIO MELIOTA



FABIO MELIOTA

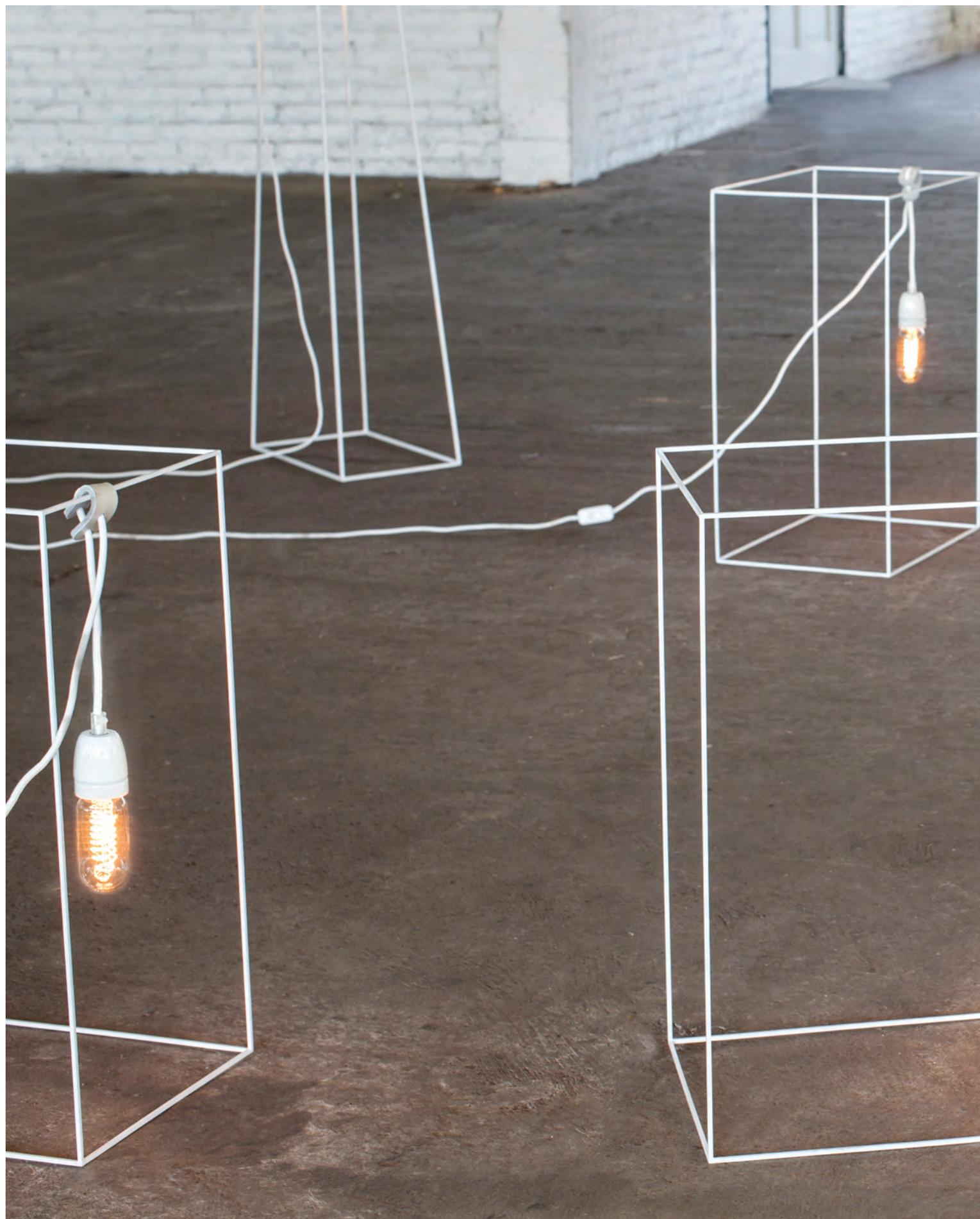


TRIALAMP

Trialamp

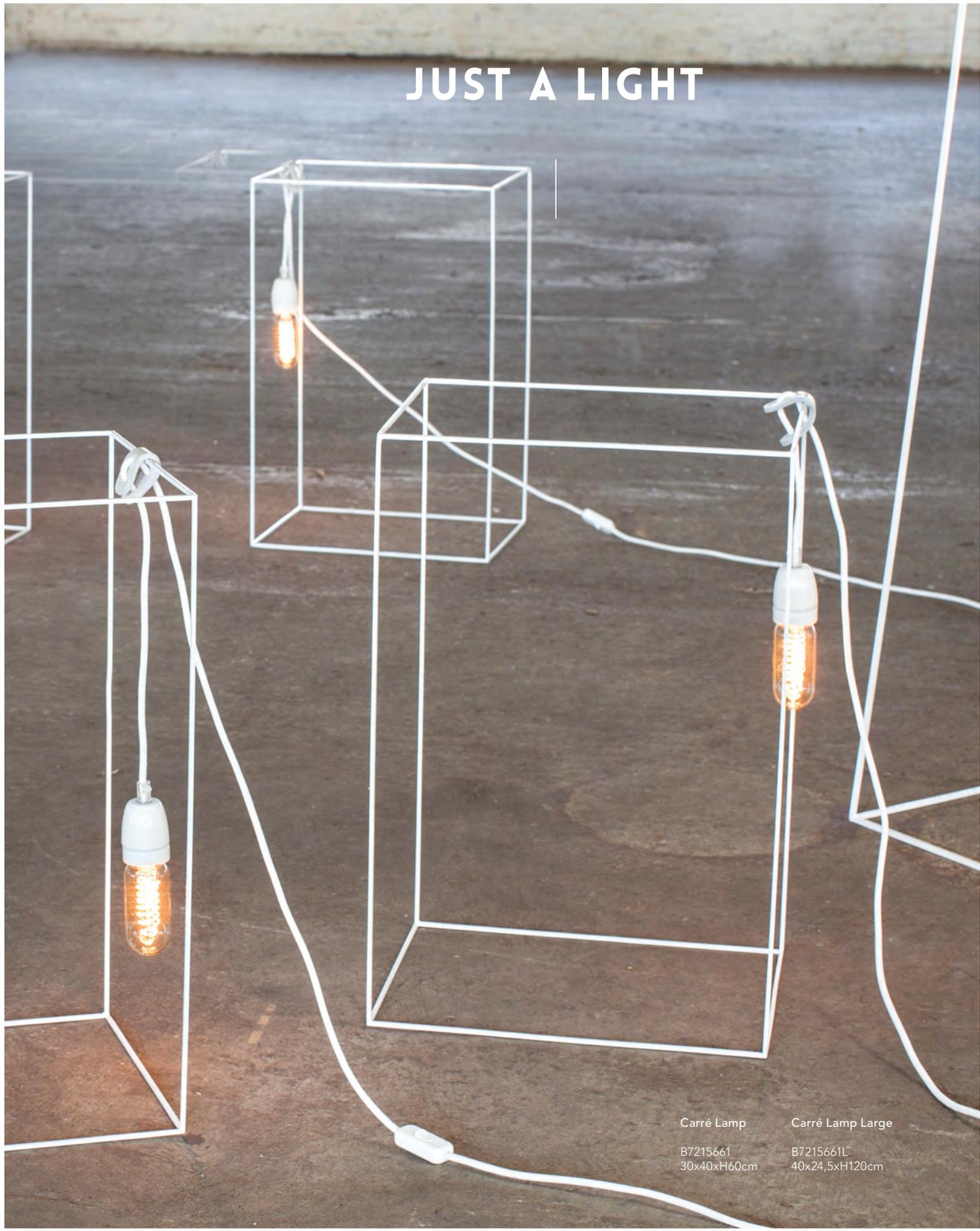
B7216808
16x10 H28cm

HANS WEYERS



HANS WEYERS

JUST A LIGHT



Carré Lamp
B7215661
30x40xH60cm

Carré Lamp Large
B7215661L
40x24,5xH120cm

COLONEL



STRAW

Het Franse duo Isabelle Gilles & Yann Poncelet zijn de drijvende kracht achter designstudio Colonel.

Voor Serax ontwerpen zij een collectie van hanglampen, spiegels en een zetel. De rode draad doorheen de collectie is het gebruik van mixed materials. STRAW, de collectie van hanglampen, is een verrassende mix van gelakt metaal en riet in felle kleuren.

C'est au duo français Isabelle Gilles & Yann Poncelet que l'on doit le studio design Colonel. Au printemps dernier, ils avaient imaginé une collection de lustres, de miroirs ainsi qu'un siège pour Serax. Le fil rouge de la collection est l'usage de matériaux mixtes. STRAW, la collection de lustres, est un étonnant mélange de métal laqué et de roseau habillé de couleurs vives.

The French duo of Isabelle Gilles & Yann Poncelet is the driving force behind the design studio Colonel. This spring they designed a collection of hanging lamps, mirrors and a chair for Serax. The common thread running through the collection is the use of mixed materials. STRAW, the collection of hanging lamps, is a surprising mix of lacquered metal and reed in vivid colours.

Il duo francese formato da Isabelle Gilles e Yann Poncelet è la forza trainante dietro lo studio design Colonel. Questa primavera hanno disegnato per Serax una collezione di lampade da soffitto, degli specchi e una sedia. Il filo di Arianna della collezione è l'impiego di materiali misti. STRAW, la collezione di lampade da soffitto, è un mix sorprendente di metallo laccato e vimini in colori vivaci.

COLONEL



Hanging Lamp Rattan
White Iron Frame — Yellow/Nature

B7216832
D36 H29cm



Hanging Lamp Rattan
White Iron Frame — Red/Nature

B7216833
D38 H37cm



Hanging Lamp Rattan
Blue Iron Frame — White/Nature

B7216834
D50 H26cm



Hanging Lamp Reed Net
Black Iron Frame — Nature

B7216836
D38 H37cm

HOME FRAGRANCES

De fijnste selectie van geuren en aroma's, die het wereldvermaarde Grasse, het centrum van het Parfum, te bieden heeft, werden samengevoegd in de nieuwe collectie van geurkaarsen en diffusers. 11 verschillende geuren nemen je mee op een ontdekkingsstocht in de verschillende uithoeken van de wereld, telkens met hun specifieke aromas en karakter. Breng een vleugje van de wereld in je interieur.

La sélection la plus raffinée d'effluves et d'arômes que propose Grasse, le centre mondial du parfum, est réunie dans la toute nouvelle collection de diffuseurs et de bougies odorantes. 11 parfums différents vous emmènent dans un périple aux quatre coins du monde, chaque fois avec un caractère et des arômes spécifiques.

The finest selection of scents and aromas from Grasse, the world-renowned centre of Perfume, are combined in the new collection of scented candles and diffusers. 11 different scents take you on a voyage of discovery into the different corners of the world, each with their own specific aromas and character.

La migliore selezione di fragranze e aromi provenienti dalla famosa città francese di Grasse – universalmente riconosciuta come la capitale mondiale del profumo – riunita nella nuova collezione di candele profumate e diffusori. 11 diverse fragranze che vi accompagneranno in un viaggio alla scoperta dei più svariati angoli del mondo, ognuna di esse contraddistinta da aromi e caratteri peculiari.

SERAX CANDLES & DIFFUSERS

THE FINEST SELECTION
FROM GRASSE

N° 01

BOUQUET BOTANIQUE
Galbanum · Lotus flower · Fig wood

N° 02

FORÊT SUCRÉE
Green Apple · Jasmin · Cedar Wood

N° 03

ÉCLAT D'ORANGE
Mandarin · Strawberry · Peony · Patchouli & Musk

N° 04

RÉVEIL DE ROSE
Rose · Sandalwood · Vanilla

N° 05

MÉLANGE DE MATCHA
Pink Berries · Black Tea · Matcha Tea

N° 06

VETIVERIA
Vetiver · Grapefruit · White Musk

N° 07

FINESSE DE FIGUE
Fig leaves · Fig · Almond milk

N° 08

PATCHELLAI
Patchouli · Cedarwood · Iris and Sandalwood

N° 09

JARDIN ORIENTAL
Herbal Fruits · Oriental Flowers & Coriander · Amber

N° 10

AGRUMES EN BOIS
*Agrum leaves · Herbal flowers & Hay
Cedarwood & sweet dry oak*

N° 11

SANTAL ARDENT
Cedarleaves · Herbal blossoms · Sweet Sandalwood



N° 10
AGRUMES EN BOIS
SERAX
FRAGRANCES

10
AGRUMES EN BOIS
SERAX

IMI KNOEBEL

BELGISCHE DESIGNERS EN HUN INTERIEUR

Banky

SCENTED CANDLES



SCENTED CANDLES



DIFFUSERS



DIFFUSERS



OBJECTS

De Objects collectie wordt gekenmerkt door tijdloze objecten en speelse eye-catchers die een extra dimensie toevoegen aan elk interieur. Steeds toegankelijk en functioneel, vinden deze objecten hun weg naar klassieke en moderne omgevingen.

La collection Objects se caractérise par des pièces indémodables et des articles ludiques qui par leur spécificité, ajoutent une dimension supplémentaire à toute déco intérieure. Toujours accessibles et fonctionnels, ces éléments trouveront leur place dans le cadre de vie classique ou moderne.

The Objects collection is characterized by timeless objects and playful eye-catchers that add an extra dimension to any interior. Always accessible and functional, these objects find their way towards both classic and modern surroundings.

La collezione Objects è contraddistinta da oggetti fantasiosi e sempre attuali che catturano l'attenzione e conferiscono una nuova dimensione a ogni interno. Sempre concepiti nel segno dell'accessibilità e della funzionalità, questi complementi si integrano perfettamente in ambienti sia classici che moderni.

BART LENS



Plant Hanger
+ Leather Belts Black

B7217041
115x20 H4cm

Plant Hanger
+ Leather Belts White

B7217042
115x20 H4cm



Bart Lens, oprichter van LENS°ASS, architect, ontwerper, kunstenaar, rationalist en meester in het vinden van creatieve oplossingen om ruimte optimaal te benutten, bedacht in zijn klein vissershuis aan de Belgische kust een nieuwe manier om een visuele afscheiding te creëren tussen leefomgeving en buitenwereld: Bretelle, een aantal koperen leggers die je met 'bretellen' voor het raam kunt hangen en eventueel een groene invulling kunt geven.

Bart Lens, architecte, concepteur, artiste, rationaliste et fondateur de LENS°ASS, est passé maître dans les solutions ingénieuses permettant d'exploiter au mieux l'espace disponible. Dans sa maisonnette de pêcheur à la côte belge lui est venue l'idée d'une séparation visuelle entre le séjour et le monde extérieur : Bretelle, c'est-à-dire la superposition de quelques étagères en cuivre reliées les unes aux autres par des bretelles. Suspendues devant la fenêtre, elles sont éventuellement garnies de végétation.

In his small fisherman's home on the Belgian coast, Bart Lens, founder of LENS°ASS, architect, designer, artist and rationalist and master in finding creative solutions to making optimal use of scarce space, invented a new way of creating a visual partition between a living environment and the world outside: Bretelle, a number of copper shelves that can be hung in front of the window with suspenders, and filled with greenery.

Bart Lens, fondatore di LENS°ASS, è un architetto, designer, artista e razionalista, nonché un autentico maestro nel trovare soluzioni creative per ottimizzare al massimo ogni spazio. Nella sua piccola casa di pescatori sulla costa belga ha inventato un nuovo modo per creare una separazione visiva tra l'ambiente interno e il mondo esterno dal nome Bretelle, ovvero delle mensole in ottone da appendere davanti alla finestra con delle vere "bretelle" e da riempire eventualmente con un po' di verde.

MARIE MICHELSEN



Rebag Paper Feeling
Brown/White

B7214380
12x30xH36cm



Pot Marie Blackboard Print

B7216827
13x13 H13cm



Shopping Bag Marie Print

B7216817
40x14 H36cm



Ladder Incl 4 Basket
Case Army Green

B7217018
42x30xH172cm

MARIE MICHELSEN



Concrete Pot
Mosaic
Black/White Ass/2

B7217001
11x11 H11cm

Concrete Pot
Mosaic
Ass/2

B7217002
13x13 H13cm

Concrete Pot
Mosaic/Square
Ass/2

B7217003
15x15 H15cm

Concrete Pot
Mosaic/Square
Ass/2

B7217004
17x17 H17cm

Concrete Pot
Mosaic
Ass/2

B7217005
22x22 H22cm

Concrete
Pot Mosaic
Ass/2

B7217006
23x11 H11cm

MARIE MICHELSEN



Concrete Pot Zig/Zag
Ass/3 Colours

B7217007
22x22 H22cm

Concrete Pot Graphic
Mixed Colours

B7217008
13x13 H13cm

Concrete Pot Graphic
Mixed Grey

B7217009
15x15 H15cm

Concrete Pot Arty

B7217010
22x22 H22cm

MARIE MICHELSEN



Pot Marie XS

B7216813
7,5x7,5 H7,5cm
ASS/4

Pot Marie S

B7216814
11x11 H11cm
ASS/4

Pot Marie M

B7216815
13x13 H13cm
ASS/4

Pot Marie L

B7216816
15x15 H15cm
ASS/4

MARIE MICHELSEN



MARIE MICHELSEN



Pot Wire
Netting Hanging
Army Green

B7217011
D20 H20cm



Canvas Large
Hanging
Ass/4 Colours

B7217013
D20 H20cm

MARIE MICHELSEN



Iron Hanger Black

B7217015
34x23 H55cm

Canvas Small
Ass/4 Colours

B7217012
D16 H17cm

Pot Granito
Brown Small

B7217053
D18 H18cm

Pot Granito
Brown

B7217054
D25 H25cm

MARIE MICHELSEN

CANVAS



MARIE MICHELSEN



Canvas
Ass/3 Army Green

B7217014
D30 H30cm
D35 H35cm
D40 H40cm

MARIE MICHELSEN



MARIE MICHIELSSEN



Pot in a cage
White

B7217050
D37 H46cm

Pot in a cage
Army Green

B7217051
D37 H46cm

Pot in a cage
Black

B7217052
D37 H46cm



MARIE MICHELSEN

Cactus Small

B2513007
20x7,5xH20cm

Cactus Medium

B2513008
18,5x16,5xH29cm

Cactus Large

B2513009
24x22,5xH39,5cm

Cactus X-Large

B2513008L
32x28xH60cm



MARIE MICHELSEN



Pot Granito
Brown

B7217053
D18 H18cm

Pot Granito
Brown

B7217054
D25 H25cm

MARIE MICHELSEN



Tealight Mosaic

B7217040
D6 H6,5cm

MARIE MICHELSEN



Bread Bag Flowers

B7215700B
D16xH10 - ASS/3

MARIE MICHELSEN



Laundry Holder Red + Bag

B7214563
D48xH65cm

Laundry Holder White + Bag

B7214564
D48xH65cm

MARIE MICHELSEN

TEALIGHTS



Tealights Carnaval

B7216944
ASS/12

MARIE MICHELSEN



Tealights Marie Tile Print

B7216825
D6 H6,5cm

MARIE MICHELSEN



Tealights Gold/
color

B6916159
ASS/8 D6 H7,8cm

MARIE MICHIELSEN



Candle Holder
porcelain + brass
B6915146 - ASS/4

MARIE MICHELSEN



Chinese Paper
Vase Small

B0517007
19xH20,5cm

Chinese Paper
Vase Medium

B0517008
22,5xH24,5cm

Chinese Paper
Vase Large

B0517009
26,5xH31cm

MARIE MICHELSEN

PAPER VASE



Een vaas die je kunt dichtvouwen en dus gemakkelijk op te bergen is of als cadeautje verstuurd kan worden; dat is de trompe-l'oeil Paper Vase, waarmee huisdesigner Marie Michielssen teruggrijpt naar de typische look van antieke Chinese vazen en deze linkt aan de technologie van vandaag. De geplastificeerde, papieren vormen, die in België worden vervaardigd en worden gestikt in een dagcentrum voor mensen met een beperking, plaats je over een glas of leeg blik, dat je vervolgens gebruikt als 'vaas'. Een originele, onbreekbare eyecatcher die op elke tafel past.

Un vase que l'on peut aisément plier, ranger et même glisser dans une boîte aux lettres : c'est le magnifique trompe-l'œil de la designer maison Marie Michielssen. Grâce aux technologies actuelles, elle reproduit l'apparence d'un vase de Chine. Les formes en papier plastifié, fabriquées en Belgique et cousues dans un atelier protégé pour personnes handicapées, se glissent sur un verre ou une boîte de conserve vide, qui fait office de 'vase'. Un article original, incassable et inédit, qui garnira n'importe quelle table.

A vase that can easily be folded and stored or sent as a gift; that is the trompe-l'oeil Paper Vase that interior designer Marie Michielssen uses to reach back to the typical look of antique Chinese vases and links them to the technology of today. The laminated, paper shapes, produced in Belgium and sewn in a day centre for people with special needs, are placed over a glass or empty can, subsequently using it as a 'vase'. An original, unbreakable eyecatcher for every table.

Un vaso che può essere ripiegato e pertanto facile da riporre o da spedire come regalo. Si tratta dell'ingannevole Paper Vase, con cui la nostra designer interna Marie Michielssen si rifà al tipico look degli antichi vasi cinesi, lavorati con una tecnologia moderna. Le forme in carta plastificata, realizzate e cucite in Belgio in un centro diurno per persone disabili, possono essere collocate su un bicchiere o una lattina vuota e utilizzate come "vaso". Un oggetto originale, ammiccante e infrangibile adatto a qualsiasi tavola.

KIKI VAN EIJK



De creaties van Kiki van Eijk zijn vaak zacht en speels maar kunnen bij nader inzien ook serieus en hard zijn. Concept, materiaal, structuur en techniek moeten in balans zijn om een verrassend en nieuw design te ontwikkelen. Nostalgie komt als een vaste waarde vaak terug in haar ontwerpen. De ontwerpster werkt vaak met oude en nieuwe technieken op onverwachte stukken.

Les créations de Kiki van Eijk sont souvent douces et ludiques. Mais à y regarder de plus près, on constate qu'elles peuvent aussi être dures et sérieuses. Concept, matériau, structure et technique doivent aboutir à un équilibre afin de développer un design inédit et surprenant. Ses objets sont souvent empreints de nostalgie. Elle aime en effet travailler des éléments inattendus en recourant à d'anciennes techniques.

KIKI VAN EIJK

PAPER BAG



Etagère Iron Concrete

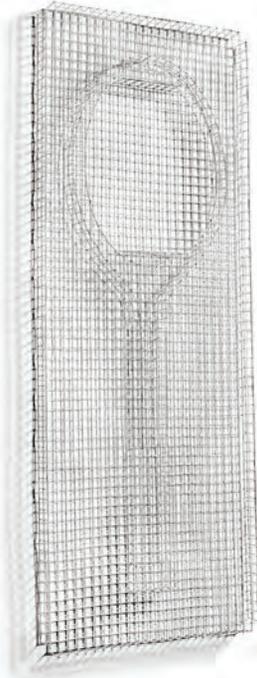
B7214344
38x28xH50cm

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.

Le creazioni prodotte da Kiki van Eijk sono molto spesso delicate e allegre, ma in un secondo momento possono sembrare ugualmente serie e difficili. Concetto, materiale, struttura e tecnica devono essere tutti ben bilanciati per sviluppare un design nuovo e fuori dal comune. La nostalgia è un elemento ricorrente nelle sue creazioni. Questa designer lavora spesso con oggetti sorprendenti con tecniche sia vecchie sia nuove.

TERRY POWEL



Half Hat Wire
Netting

B7217019
48x29xH17cm

Tennis Racket
Wire Netting

B7217020
32x3xH84cm

Shovel Wire
Netting

B7217021
25x16xH105cm

Backrest Wire
Netting

B7217022
38x12xH91cm

TERRY POWEL

SHADOW



Water Boiler In
Cube Wire Netting

B7217024
24,5x24,5xH22cm



Paint Pot+Brush
Wire Netting

B7217023
20x15xH28cm

Zijn hele leven lang was kunstenaar en ontwerper Terry Powell gefascineerd door vogels. Hun anatomie, het feit dat ze kunnen vliegen, een combinatie van het functionele lichtgewicht met een sierlijke kracht. Een combinatie die ook altijd terug te vinden is in zijn werken, ze als het ware belichaamt. De Shadow-collectie bestaat uit vijf alledaagse voorwerpen, minutieus vervaardigd uit lichtgewicht kippengaas: een halve hoed, een tennisracket, de rugleuning van een stoel, een spade en een fluitketel in een kubus. De ingenieuze manier waarop een rol kippengaas omgetoverd is, zorgt voor een spel van licht en schaduw dat leidt tot gezichtsbedrog.

L'artiste et designer Terry Powell a toujours été fasciné par les oiseaux. Leur anatomie, le subtil équilibre entre leur poids plume et leur force insoupçonnée, et même leur capacité à s'élever dans les airs sont à ses yeux une prouesse, presque un miracle. C'est ce gracieux mariage d'éléments et de légèreté qu'il s'efforce de reproduire, voire d'incarner dans ses œuvres. La collection Shadow se compose de cinq objets de la vie quotidienne, minutieusement fabriqués en toile métallique ultra légère : la moitié d'un chapeau, une raquette de tennis, le dossier d'une chaise, une pelle et une bouilloire dans un cube. L'ingénieux façonnage du rouleau de treillis produit un jeu d'ombres, de lumières et d'illusions d'optique.

Throughout his life, artist and designer Terry Powell was fascinated by birds. Their anatomy, their ability to fly, combining the functional lightweight with graceful power. A combination that is ever present in his works, embodying them, as it were. The Shadow collection includes five everyday shapes, meticulously crafted from lightweight chicken wire: half a hat, a tennis racket, the back of a chair, a shovel, and a whistling kettle in a cube. The ingenious way in which a roll of chicken wire has been transformed leads to a game of light and shadow that creates an optical illusion.

Per tutta la sua vita l'artista e designer Terry Powell è stato affascinato dagli uccelli, dalla loro anatomia e dalla magia del volo, una combinazione di funzionale leggerezza ed elegante forza. La stessa combinazione che si riscontra anche nella sua opera, quasi ne fosse l'incarnazione.

La collezione Shadow è composta da cinque oggetti di uso quotidiano, meticolosamente realizzati in filo metallico usato per le reti dei pollai: la metà di un cappello, una racchetta da tennis, lo schienale di una sedia, una vanga e un bollitore all'interno di un cubo. L'ingegnosità nel trasformare una rete metallica, si manifesta in un gioco di luci ed ombre che a sua volta conduce a illusioni ottiche.

ISABELLE DE BORCHGRAVE



MILIEUX DE VOS TABLES



De naam Isabelle de Borchgrave is vandaag niet meer weg te denken uit de wereld van mode, schilderkunst en papier. Maar ook de designwereld zou er zonder haar anders uitzien. Dankzij haar samenwerking met onder meer Serax is Isabelle erin geslaagd haar fantasie en verbeeldingskracht om te zetten in een kunstvorm die toegankelijk is voor iedereen. De papieren handgeschilderde collectie "Milieux de vos tables" is rechtstreeks geïnspireerd op Tunesische en Koptische keramiek.

Aujourd'hui, le nom d'Isabelle de Borchgrave fait partie intégrante du monde de la mode, de la peinture et du papier. Mais, le monde du design aurait également été différent sans elle. Grâce à sa collaboration avec entre autres Serax, Isabelle a réussi à transposer sa fantaisie et son imagination dans une forme d'art accessible à tous. La collection en papier peinte à la main "Milieux de vos tables" est directement inspirée de la céramique tunisienne et copte.

Today, it is impossible to imagine the world of fashion, painting and paper without the name Isabelle de Borchgrave. But the designer world would also look quite different without her in it. Thanks to her cooperation with, amongst others, Serax, Isabelle has succeeded in turning her fantasy and imagination into an art form that is accessible to everybody. The hand-painted paper collection 'Milieux de vos tables' was directly inspired by Tunisian and Coptic ceramics.

Oggi come oggi non è più possibile pensare al nome di Isabelle de Borchgrave senza associarlo al mondo della moda, della pittura e della carta. Ma lo stesso mondo del design non sarebbe lo stesso senza di lei. Grazie alla sua collaborazione con Serax, Isabelle è riuscita a tradurre e concretizzare la propria fantasia e immaginazione in una forma d'arte accessibile a tutti. La collezione in carta dipinta a mano "Milieux de vos tables" si ispira direttamente alla ceramica copta e tunisina.

ISABELLE DE BORCHGRAVE



ISABELLE DE BORCHGRAVE



ISABELLE DE BORCHGRAVE



Plate Isa large Gridding
White/Black

B7216908
D36 H8cm



Plate Isa Medium
White With Black Balls

B7216909
D30 H8cm



Plate Isa Small Gridding
White/Black

B7216910
D15 H4cm



Plate Isa Small White
With Black Balls

B7216911
D17 H6cm



Plate Isa Small White
With Black Balls In The
Mid

B7216912
D15,5 H5,5cm



Plate Isa Small
Black/Gold

B7216913
D10 H6cm



Plate Isa
Large Green

B7216901
D32 H12cm



Plate Isa
Medium Green

B7216902
D24,5 H6cm



Plate Isa
Small Green

B7216903
D17,5 H6,5cm



Vase Isa
Green

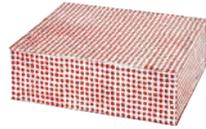
B7216900
D23 H24cm

ISABELLE DE BORCHGRAVE



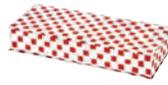
Storage Box Isa
Triangle S Red

B7216889
27x23 H6,5cm



Storage Box Isa
Square L Red

B7216888
32x26 H10,5cm



Pencase Isa
Square Red

B7216890
21x8,5 H3,5cm



Storage Box Isa
Ribbon Green

B7216891
32x26 H10,5cm



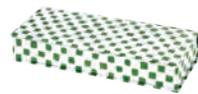
Storage Box Isa
Triangle S Green

B7216892
27x23 H6,5cm



Storage Box Isa
Square L Black

B7216894
32x26 H10,5cm



Pencase Isa
Square Green

B7216893
21x8,5 H3,5cm



Storage Box Isa
Triangle S Black

B7216895
27x23 H6,5cm



Pencase Isa
Square Black

B7216896
21x8,5 H3,5cm



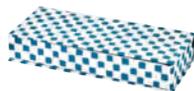
Storage Box Isa
Ribbon L Blue

B7216897
32x26 H10,5cm



Storage Box Isa
Square S Blue

B7216898
27x23 H6,5cm



Pencase Isa
Square Blue

B7216899
21x8,5 H3,5cm



Pencil Isa
Feather Shape Blue

B7216906
41x5 H1cm



Pencil Isa
Feather Shape Black/White

B7216907
34x5 H3cm



Boulder Isa
Large Blue

B7216904
27x20 H10cm



Boulder Isa
Small Blue

B7216905
15x12 H5cm



Boulder Isa
Large White

B7216914
27x20 H10cm



Boulder Isa
Small White

B7216915
15x12 H5cm

STUDIO SIMPLE

DAY-SIGN



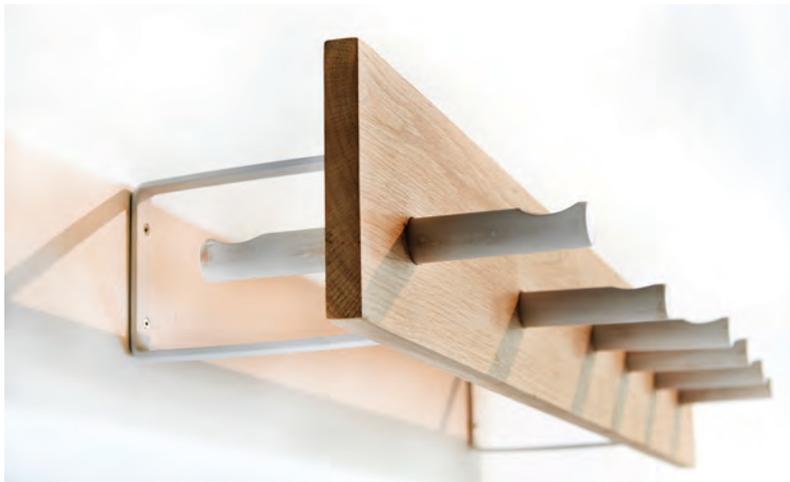
Bottle Carrier
B7214342A



Bottle Carrier
B7214342



Bowl Carrier Large
B7214340B



Coat Rack Oak
B7213173



Wood carrier
B7213174

STUDIO SIMPLE



Bowl Carrier Small
B7214340

Bowl Carrier Large
B7214339



Candle Holder Oak
B7213175



ANTONINO SCIORTINO



ANTONINO SCIORTINO



Iron Vase 'Leo'
White

B7212609
H42cm



Iron Vase 'Leo'
Black

B7212610
H42cm



Iron Vase 'Leo'
Red

B7212611
H42cm



Iron Vase XL
White

B7212499
D73 – H125cm



Iron Vase XL
Red

B7212500
D73 – H125cm



Iron Vase XL
Blue

B7212501
D73 – H125cm



Iron Vase XL
Black

B7212502
D73 – H125cm



Deep Plate 'Tale'
Red

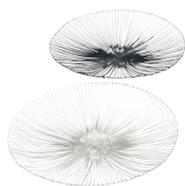
B7212504
37x33 – H14cm



Deep Plate 'Tale'
Blue

B7212503
31x29 – H21cm

ANTONINO SCIORTINO



Flat Plate 'Edo'
Black - White

B7211272W (White)
B7211272Z (Black)
D50 - H7cm



Plate 'Meo'
Black - White

B7211273W (White)
B7211273Z (Black)
37x33 - H14cm



Deep Plate 'Tale'
Black - White

B7211274W (White)
B7211274Z (Black)
31x29 - H21cm



Fruit Basket 'Cesira'
Black - White

B7210165W (White)
B7210165Z (Black)
D39 - H13cm



Deep Bowl 'Gio'
Green

B7211275
23x20 - H16cm



Deep Plate 'Tale'
Light Blue

B7213268
31x29 - H21cm



Flat Plate 'Edo'
Light Blue

B7213270
D50 - H7cm



Deep Plate 'Meo'
Light Blue

B7213269
37x33 - H14cm



Flat Plate 'Edo'
Grey

B7212505
D50 - H7cm



Fruit bowl 'Caterina'
Black

B7215645
D30 - H20cm



Fruit bowl 'Caterina'
White

B7215646
D30 - H20cm



Deep Bowl 'Gio'
Red

B7211275R
23x20 - H16cm



Deep Bowl 'Gio'
White

B7211275W
23x20 - H16cm

ANTONINO SCIORTINO

PAGLIETA



ANTONINO SCIORTINO



Basket Paglieta XL
Black

B7216860
D50 – H5cm



Basket Paglieta XL
White

B7216861
D50 – H5cm



Basket Paglieta L
Black

B7216862
D45 – H8cm



Basket Paglieta L
White

B7216863
D45 – H8cm



Basket Paglieta
High Black

B7216864
D40 – H16cm



Basket Paglieta
High White

B7216865
D40 – H16cm



Vase Basket Paglieta
Black

B7216866
D36 – H32cm



Vase Basket Paglieta
White

B7216867
D36 – H32cm

HANS WEYERS



Bullsit Red

B7215710
54x42xH50cm



Bullsit Black

B7215711
54x42xH50cm



Bullsit Yellow

B7215712
54x42xH50cm



Bullsit White

B7215713
54x42xH50cm



Bullsit Turquoise

B7215714
54x42xH50cm



Bullsit Orange

B7215715
54x42xH50cm

HANS WEYERS

BULLSIT



MONIEK VANDEN BERGHE



Rubber Spice Table
Moniek

B7216847
46x17 H75cm



Pot Rubber Square
Set/2

B7215734



Magazinerack
Bicycle Tire

B7215733
40x25 H32cm



(C15) Coffeetable
Ovale Rubber

B7215736
107x73 H43cm



Table Bicycle Tire

B7215624
36x25 H43



Rubber Stool

B7214527
D30 H50cm



Cardholder
Bicycle Tire

B7215621



Log Basket
Moniek Strip Set/2

B7212600
D45 H34 D56 H39cm



Recycle Band Vase
Moniek Ass/4

B7211296
H15/19/H24/H25cm



Rubber Vase Moniek XI
Set/3

B7211374
D40 H45cm



Rubber Vase Moniek
L Set/2

B7211375
D36 H26 D26 H225cm



Rubber Vase Moniek
High

B7211376
D22 H57cm



Rubber Vase Moniek
Oval Set/3

B7211376A



Pot Rubber Small
Ass/2

B7213007
H13 H12cm



Pot Rubber
Medium

B7213008
D15 H12cm



Vase Rubber

B7213009
D12 H18cm



Tulip Vase Rubber
Rectangle

B7213010
H20cm



Rubber Pot
Set/3

B7214520
30x30xH23cm



Rubber Pot

B7214520S
15x15xH16cm



Rubber Pot Rect

B7214521
23x14xH16cm

RECYCLE



Moniek Vanden Berghe is een autoriteit op het vlak van de bloemsierkunst. Haar liefde voor natuur en onze leefomgeving liggen aan de basis van haar laatste collecties Recircled en Recycle. Schijnbaar waardelose wegwerpmaterialen als karton en rubber worden in de handen van Moniek tot nieuwe en tijdloze objecten omgevormd.

Moniek Vanden Berghe est une référence en art floral. Son amour pour notre environnement naturel est le fondement de ses plus récentes collections, Recircled et Recycle. Passés entre ses mains, des matériaux sans grande valeur, tels le carton et le caoutchouc, deviennent des objets neufs, hors du temps.

Moniek Vanden Berghe is an authority in the field of decorative flower art. Her love for nature and our living environment are the basis of her last Recircled and Recycle collections. Seemingly worthless disposable material such as cardboard and rubber become new and timeless objects in Moniek's hands.

Moniek Vanden Berghe è una vera autorità nel settore dell'arte floreale. L'amore per la natura e per l'ambiente in cui viviamo è alla base delle sue ultime collezioni "Recircled" e "Recycle". Materiali di scarto apparentemente privi di valore – come cartone e gomma – si trasformano nelle mani di Moniek in creazioni insolite e sempre attuali.

MONIEK VANDEN BERGHE



Vase Stand Ass 2

B7207487
Sizes H180 / 160cm

COLONEL

STILK



Colonel Mirror Oval
Iron Frame White

B7216830
80x65 H6cm



Colonel Mirror Oval
Iron Frame Yellow

B7216830A
80x65 H6cm



Colonel Mirror Round
Iron Frame White

B7216829
D50cm



Colonel Mirror Rectangle
Iron Frame White

B7216831
91x51 H7cm

LUC VINCENT



LUC VINCENT



Hourglass 3-5 Min
Small Ass/6

B0812561

Hourglass 3-5 Min
Large Ass/6

B4715141

VASES

Geen klassieke ontwerpen, maar verrassende vormen en materialen, dat is de basis voor de collectie van Serax vazen. Onderscheidend en vernieuwend bieden deze creaties de ideale drager voor een prachtig boeket. Met dit gamma van vazen onderstreept Serax haar rol als partner van de hedendaagse bloemist.

Pas de créations classiques chez Serax, mais des formes et matériaux surprenants, telle est l'idée de base de la collection de vases Serax. Innovants et spécifiques, ces ouvrages sont le support idéal d'un magnifique bouquet. Avec cette gamme de vases, Serax souligne son rôle de partenaire du fleuriste moderne.

No classic designs, but surprising shapes and materials: that is the basis for the collection of Serax vases. Differentiating and renewing, these creations are the perfect holder for a gorgeous bouquet. With this assortment of vases, Serax highlights its role as partner for the modern florist.

Niente design classico, ma forme e materiali sorprendenti: ecco le basi su cui si fonda la collezione di vasi Serax. Il carattere distintivo e innovativo rende queste creazioni il complemento ideale per stupendi bouquet. Con questa gamma di vasi, Serax si conferma nel proprio ruolo di partner dei fioristi di oggi.



Babybulb
Edison Vase Small

B0811415
H11cm

Geantbulb
Edison Vase Medium

B0811416
H16cm

Acrobulb
Edison Vase Large

B0811417
H24cm

CATHERINE GRANDIDIER

EDISON VASE



SERAX



Bottle
4 Leaf Clover Green

B0815717
8x8 H23,5

Bottle
Circle Lever White

B0815716
8x12 H23,5

RENÉ BARBA



Small Vases Retro Ass/5

B0813609



Bottle Large

B0813607
D6xH20cm

René Barba is een internationaal gerenommeerd ontwerper die gekend is voor het gebruik van diverse materialen. De ontwerper maakt vaak gebruik van pure lijnen die minimalisme en comfort verenigen.

René Barba est un créateur de renommée mondiale, connu pour la variété de matériaux qu'il utilise. Il privilégie les lignes épurées pour concilier minimalisme et confort.

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.

René Barba è un creatore di fama internazionale conosciuto per l'utilizzo di diversi materiali. Nei suoi progetti, utilizza spesso linee pure che uniscono stile minimalista e confort.

SERAX

IKI DOLL VASE



Iki Doll Vase S

B0816779
D7,5xH13,5cm

Iki Doll Vase M

B0816780
D8,5xH15cm

Iki Doll Vase L

B0816781
D10xH25cm



RENÉ BARBA



Hurricane Vase Small

B0804212
D11xH29cm

Hurricane Vase Large

B0804213
D11xH39cm

GIORGIO BONAGURO

TAPIO VASES



Bottle Gold
Giorgio Large

B0815713
D11xH36cm

Bottle Gold
Giorgio Medium

B0815714
D13xH28cm

Bottle Gold
Giorgio Small

B0815715
D15xH25cm

ANN VAN HOEY



THE PERFECT VASE



Het werk van ceramiste Ann Van Hoey wordt steeds gekenmerkt door geometrische perfectie. Met de Perfect Vase heeft nu elk boeket de perfecte drager!

Le travail de la céramiste Ann Van Hoey se caractérise toujours par la perfection géométrique. Avec le Perfect Vase, chaque bouquet recevra l'écrin qu'il mérite.

Ceramic artist Ann Van Hoey's work is always characterised by geometric perfection. Thanks to the Perfect Vase every bouquet of flowers has the perfect vessel!

Le opere della ceramista Ann Van Hoey si distinguono per la loro perfezione geometrica. Con il vaso "Perfect Vase" ogni bouquet potrà da oggi contare su un perfetto complemento!

The Perfect Vase
Small

B6913124
D10,5xH10,5cm

The Perfect Vase
Medium

B6913125
D14xH15cm

The Perfect Vase
Large

B6913126
D19,5xH19,5cm



LABOTANIC

Met LABotanic tovert Serax de bloemenwinkel om tot een labo. Dé formule voor het perfecte boeket bestaat niet maar experimenteer met verschillende kleuren en bloemen en deze collectie van solifleurs en vazen.

Avec LABotanic, Serax transforme n'importe quelle boutique florale en laboratoire. La formule magique du bouquet parfait n'existe pas, certes, mais pourquoi ne pas tenter de s'en approcher avec des fleurs et couleurs différentes ainsi que cette collection de solifleurs et de vases ?

Serax turns the florist into a lab thanks to LABotanic. A formula for the perfect bouquet does not exist but you can experiment with different colours and flowers and this collection of solifleurs and vases.

Con "LABotanic" Serax trasforma la fioreria in un vero e proprio laboratorio. Non esiste la formula per un bouquet perfetto: sperimenta le innumerevoli creazioni possibili unendo le varie tonalità e questa collezione di vasi per fiore singolo e vasi tradizionali.



Oil & Vinegar Bottle
Small

B4713139
D8,5xH16cm

Oil & Vinegar Bottle
Large

B4713140
D11xH12cm

SERAX



Bird Deco For Vase/Pot
Tealight Ass/4

B6912065

Tealight Porcelaine Fine
Conique Rounded

B6910001

ARNOUT VISSER

3-FLOWER VASE



B0811408
25x25x30cm

B7210056
20x20x15cm

B0811409
7,5x7,5x9,5cm

NADIA GALLARDO

BOTTLE VASE



Bottle Vase Large

B2115528
D10,5xH42cm
ASS/4

Bottle Vase Medium

B2115529
D10xH32cm
ASS/4

Bottle Vase Small

B2115530
D9xH22,5cm
ASS/4

DEBBIE WIJSKAMP

PAPER PULP



POTTERIES

Sinds de oprichting in 1986 ontketende Serax een ware (r)evolutie in de bloemistensector. Tot op vandaag blijven we trouw aan dat adagium. Onze collectie bloempotten wordt seizoen na seizoen aangevuld en uitgebreid. No-nonsense of net romantisch, strak of weelderig, voor binnen of voor buiten, in koele of warme materialen. In elk interieur past een pot en voor elk interieur heeft Serax er eentje die past.

Depuis sa fondation en 1986, Serax a suscité une véritable (r)évolution dans le secteur floral. Jusqu'à ce jour, la firme est demeurée fidèle à cette philosophie. Sa collection de pots de fleurs est complétée et enrichie saison après saison. Des modèles purement fonctionnels ou un tantinet romantiques, dépouillés ou richement ornés, pour l'intérieur ou pour l'extérieur, en matériaux chauds ou froids : il y a certainement dans la collection Serax un pot de fleurs adapté à chaque intérieur.

Since it was founded in 1986, Serax has unleashed a true (r)evolution in the florist industry. To this day, we remain true to that adage. Our collection of potteries is expanding season after season. No-nonsense or romantic, sober or sumptuous, for indoors or outdoors, in cold or warm materials. Every interior can be completed with a pot, and Serax has the perfect pot to complete every interior.

Sin dalla sua nascita nel 1986, Serax ha scatenato un'autentica (r)evoluzione nel settore floreale, rimanendo fino ad oggi fedele allo stesso motivo. La nostra collezione di vasi per fiori viene ampliata e completata stagione dopo stagione. Pratici o leggermente romantici, tersi o esuberanti, per interni o per esterni, in materiali caldi o freddi. Ad ogni interno si adatta un vaso e per ogni interno Serax ne ha uno adatto.

SERAX



SERAX



SERAX



SERAX



SERAX



|
SESSILE OAK

SERAX

PUNCH



SERAX



SERAX

CLAY



SERAX

JARS



SERAX



ANN VAN HOEY



A+A



Soms trekken de stukjes van een puzzel elkaar als magneten aan en vallen ze quasi vanzelfsprekend op hun plaats. Dat is ook exact wat er gebeurde toen keramiste en designer Ann Van Hoey met de gedachte speelde om een sociaal designproject op te zetten. Ze klopte aan bij Den Ateljee, een dagcentrum voor volwassenen met een beperking, en legde haar idee voor. Den Ateljee, dat door de veranderende wetgeving op zoek moest naar andere bronnen van inkomsten, was meteen enthousiast. Voor de distributie was de stap naar Serax al even snel gezet. Een knap sociaal initiatief, gecombineerd met een sterk ontwerp dat meteen in de smaak viel, dat kan alleen maar eindigen in succes! Het begin van een mooie samenwerking.

Parfois, il arrive que les pièces d'un puzzle trouvent presque naturellement leur place au bon endroit, et s'accordent tels des aimants. Une situation qu'a connue la céramiste et designer Ann Van Hoey lorsqu'elle entreprit la réalisation d'un projet de design social. Elle présenta donc son idée à Den Ateljee, un atelier protégé pour adultes handicapés. Elle y fut accueillie avec enthousiasme. Pour la distribution, la porte de Serax fut rapidement ouverte. Une belle initiative à vocation sociale, incarnée par un objet de caractère et qui a séduit le grand public. Cela marquait le début d'une belle collaboration.

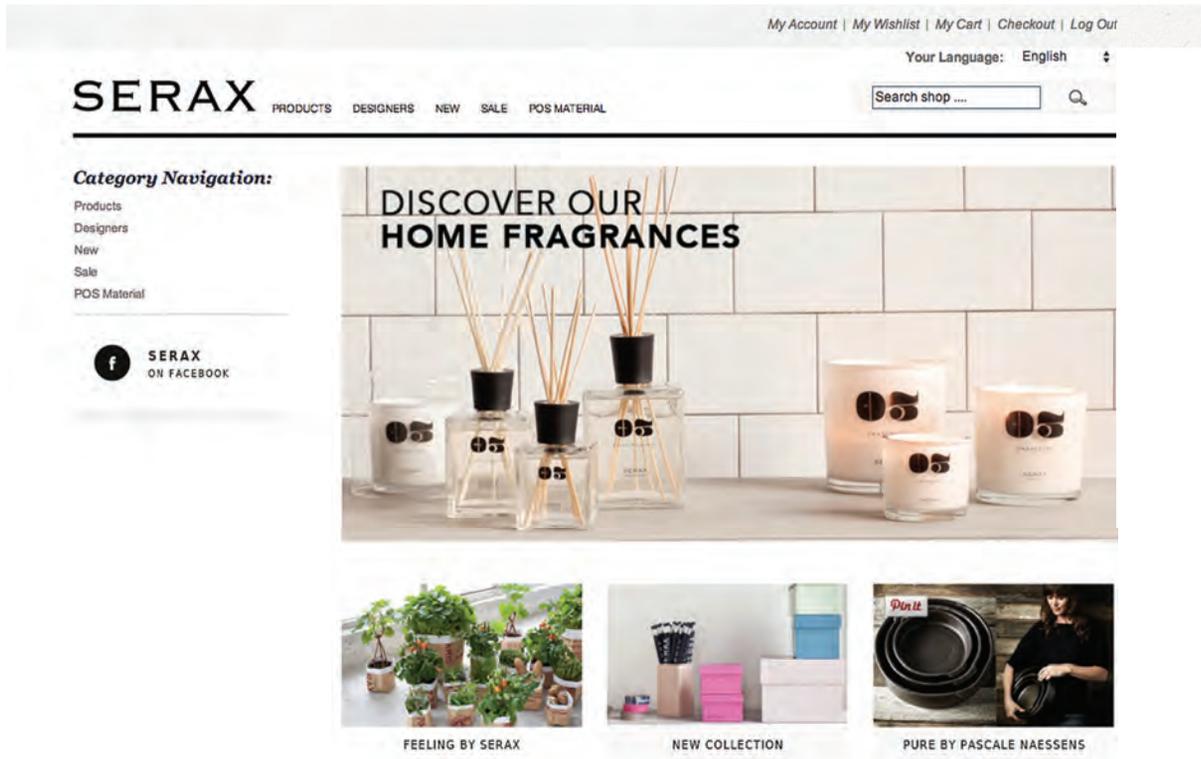
ANN VAN HOEY



Sometimes the pieces of a puzzle attract each other like magnets before falling into place as if they were always meant to. This is exactly what happened when ceramist and designer Ann Van Hoey toyed with the idea of setting up a social design project. She contacted Den Ateljee, a day centre for people with special needs, and presented them with her idea. Den Ateljee, having been forced into looking for other sources of income by changes in legislation, was immediately enthusiastic. For the distribution, the choice of Serax was easily made. A wonderful social project, combined with a powerful design that was immediately to Serax' liking, an absolute win-win situation for all! The start of a beautiful collaboration.

Ci sono casi in cui i vari pezzi di un puzzle si attraggono come fossero magneti per ritrovarsi al loro posto in modo quasi del tutto naturale. È proprio questo quello che è successo quando la ceramista e designer Ann Van Hoey ha avuto l'idea di dare vita ad un progetto di design in ambito sociale. Ha bussato alla porta del Den Ateljee, un centro diurno per adulti disabili, proponendo loro la sua idea. Quest'ultimo, che a causa della nuova legislazione doveva cercare nuove fonti di reddito, ne è stato immediatamente entusiasta. Per la distribuzione il passo verso Serax è stato veloce. Una splendida iniziativa sociale, abbinata ad un design forte in grado di catturare immediatamente i gusti, non può che concludersi con un trionfo! È stato l'inizio di una piacevole collaborazione.

E-SHOP



Via de Serax e-Shop (shop.serax.com) kunnen klanten 24/24 hun bestellingen plaatsen. Deze gebruiksvriendelijke klantenportal biedt toegang tot de volledige catalogus van producten. De eenvoudige interface en extra features zoals sfeerbeelden en aanverwante producten bezorgen de klant een uitstekende winkelervaring. Nog geen toegang tot de e-Shop? Vraag uw login aan via info@serax.com.
Opgelet: De e-Shop is NIET toegankelijk voor particulieren.

La clientèle peut passer commande 24 heures sur 24 via l'e-Shop de Serax (shop.serax.com). Ce portail convivial donne accès à l'intégralité du catalogue de produits. L'interface simplifiée et les fonctions supplémentaires, par exemple les images d'ambiance et les produits relatés, améliorent encore l'expérience et la facilité d'achat. Vous n'avez pas encore d'accès à l'e-Shop? Demandez votre login à l'adresse info@serax.com.
Attention, la boutique virtuelle n'est PAS accessible aux particuliers.

Via the Serax e-Shop (shop.serax.com) customers can order 24/24. This user-friendly customer portal allows perusal of the entire catalogue of products. The simple interface and extra features such as artist's impressions and related products deliver an excellent shopping experience to the customer. Do you not have entrance rights to the e-Shop? Request your login via info@serax.com.
Attention: the e-Shop is NOT open to private persons.

Nell'e-Shop di Serax (shop.serax.com) i nostri clienti hanno l'opportunità di eseguire le proprie ordinazioni 24 ore su 24. Il portale dedicato alla clientela, caratterizzato da una grande facilità d'uso, propone l'intero catalogo dei nostri prodotti. L'interfaccia intuitiva e le caratteristiche aggiuntive, quali l'impiego di immagini d'atmosfera e il suggerimento di prodotti affini, offre alla nostra clientela una perfetta esperienza di acquisto. Non disponete ancora dell'accesso al nostro e-Shop? Richiedete i dati di accesso scrivendo all'indirizzo info@serax.com.
Attenzione: l'e-Shop è riservato UNICAMENTE ai clienti professionali.



HISTORY

SERAX

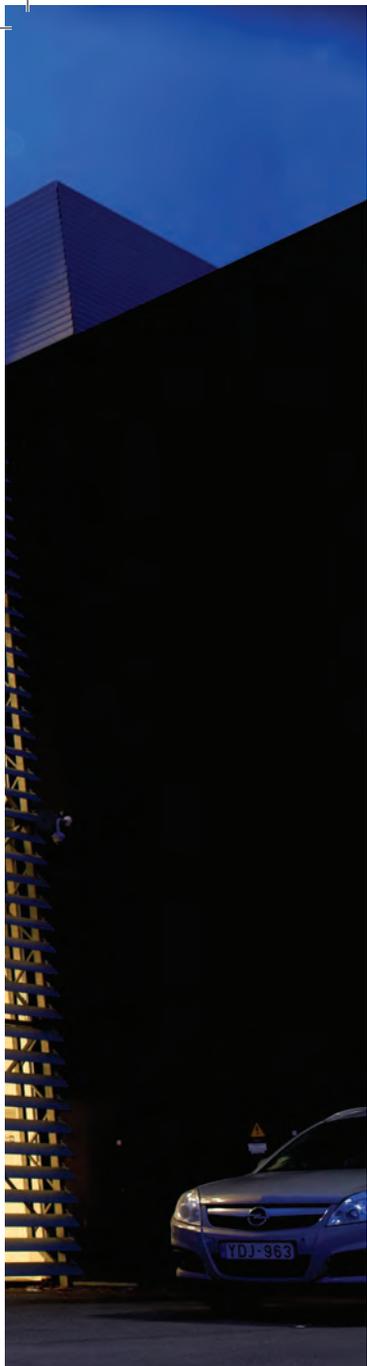
MEER DAN 30 JAAR

In 1986 besloten Axel en Serge Van Den Bossche de zaak van hun moeder over te nemen. Na enkele jaren versterkte Frank Lambert, tevens actief in de sector, het Antwerpse bedrijf. De bestaande collectie bloempotten groeide onder Serax al snel uit tot een vernieuwend assortiment voor bloemisten en interieurzaken.

Vandaag telt de collectie van Serax niet minder dan 4000 interieurobjecten, gaande van origineel glaswerk over elegante serviezen tot sfeervolle objecten en eigentijds kleinmeubilair. Deze collectie weerspiegelt de key waarden van Serax: vernieuwend en toegankelijk design. Het bedrijf speelt met zijn eigenzinnige kijk op de huidige trends duidelijk in op de behoeftes van bloemisten en interieurzaken. Om vernieuwing en creativiteit te verzekeren werkt Serax samen met toonaangevende designers uit binnen- en buitenland.

Met de uitgebreide collectie servieslijnen wierp Serax zich in enkele jaren op tot trendsetter in de hospitality sector. Vernieuwende stijlen en materialen vormen een uniek en gediversifieerd assortiment. De creaties van nationale en internationale ontwerpers oogsten wereldwijde erkenning bij gerenommeerde sterrenchefs en hoteliers.

Deze diversificatie werpt haar vruchten af en is de drijvende motor achter de verdere internationale expansie van het Antwerpse designlabel.



UNE HISTOIRE DE PLUS DE 30 ANS

En 1986, les frères Axel et Serge Van den Bossche décident de reprendre l'entreprise matriarcale. Frank Lambert, déjà actif dans ce secteur, rejoint l'entreprise anversoise quelques années plus tard. La collection de pots de fleurs commercialisée sous le nom de Serax se fait rapidement une renommée d'innovation auprès des fleuristes et établissements de déco intérieure. Aujourd'hui, la collection Serax dénombre environ 4000 articles intérieurs, de tous types : créations originales en verre, services raffinés, élégants objets décoratifs, petits meubles contemporains... Cet assortiment reflète les valeurs de Serax : un design innovant et accessible. Par son regard singulier sur les tendances actuelles, l'entreprise répond clairement aux besoins des fleuristes et des magasins de décoration. Pour s'assurer d'un apport constant d'articles créatifs et innovants, Serax travaille avec des designers de renom, de Belgique et d'ailleurs. Par ses services de grande ampleur, Serax s'est affirmé en quelques années comme un chef de file dans le secteur de l'accueil. Styles et matériaux innovants se fondent à l'unisson pour composer un assortiment unique et diversifié. Les créations de concepteurs belges et étrangers suscitent l'admiration de chefs étoilés et d'hôteliers renommés dans le monde entier. Cette diversification a porté ses fruits et forme le cœur de l'expansion internationale de la marque anversoise.

MORE THAN 30 YEARS

In 1986 Axel and Serge Van Den Bossche decided to take over the business of their mother. After just a few years Frank Lambert, also active in the sector, reinforced the Antwerp company. Under Serax, the existing collection of flowerpots readily grew into a renewing assortment for florists and interior design shops. Nowadays, the Serax collection presents not less than 4000 interior objects, ranging from original glassware over elegant tableware to ambiance objects and contemporary small furniture. This collection reflects the key values of Serax: renewing and accessible design. With their self-willed perception of present-day trends, the company clearly capitalises on the need of flower shops and interior design outlets. To ensure renewal and creativity, Serax collaborates with leading designers from home and abroad. With the elaborate collection tableware lines, Serax set themselves in just a few years up as trendsetters in the hospitality sector. Renewing styles and materials create a unique and diversified assortment. The creations by national and international designers gain worldwide recognition from renowned star chefs and hoteliers. This diversification is bearing fruit and is the driving force behind the international expansion of the Antwerp design label.

UNA STORIA DI PIÙ DI 30 ANNI

Nel 1986 Axel e Serge Van Den Bossche decisero di rilevare l'azienda materna. Dopo alcuni anni l'azienda belga accolse Frank Lambert, anch'egli operante all'interno del settore. Con SERAX l'allora esistente collezione di vasi da fiori venne rapidamente ampliata fino a proporre un assortimento ricco d'innovazione dedicato a decoratori floreali e arredatori d'interni. Oggi la collezione Serax conta non meno di 4.000 oggetti e complementi di arredo per interni che spaziano dalle creazioni originali in vetro all'oggettistica d'atmosfera, senza dimenticare eleganti servizi e piccoli arredi dal design attuale. La collezione rispecchia i valori chiave a cui Serax si ispira: l'innovazione e l'accessibilità del design. La visione delle tendenze moderne improntata all'unicità e all'originalità pone l'azienda in grado di rispondere sempre con personalità alle esigenze di decoratori floreali e arredatori d'interni. Per garantire innovazione e creatività costanti, Serax collabora con prestigiosi designer belgi e internazionali. Grazie alla sua ampia collezione di linee di ceramiche per la cucina, alcuni anni or sono Serax si è imposta all'attenzione come un proprio e vero trend-setter nel settore dell'ospitalità. Stili e materiali innovativi formano i componenti di un assortimento diversificato e unico nel suo genere. Le creazioni, opera di designer nazionali e internazionali, si sono guadagnate la stima di rinomati albergatori e chef stellati in tutto il mondo. Il frutto di questa diversificazione costituisce la forza trainante dell'ulteriore espansione internazionale del marchio belga di oggettistica di design.

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