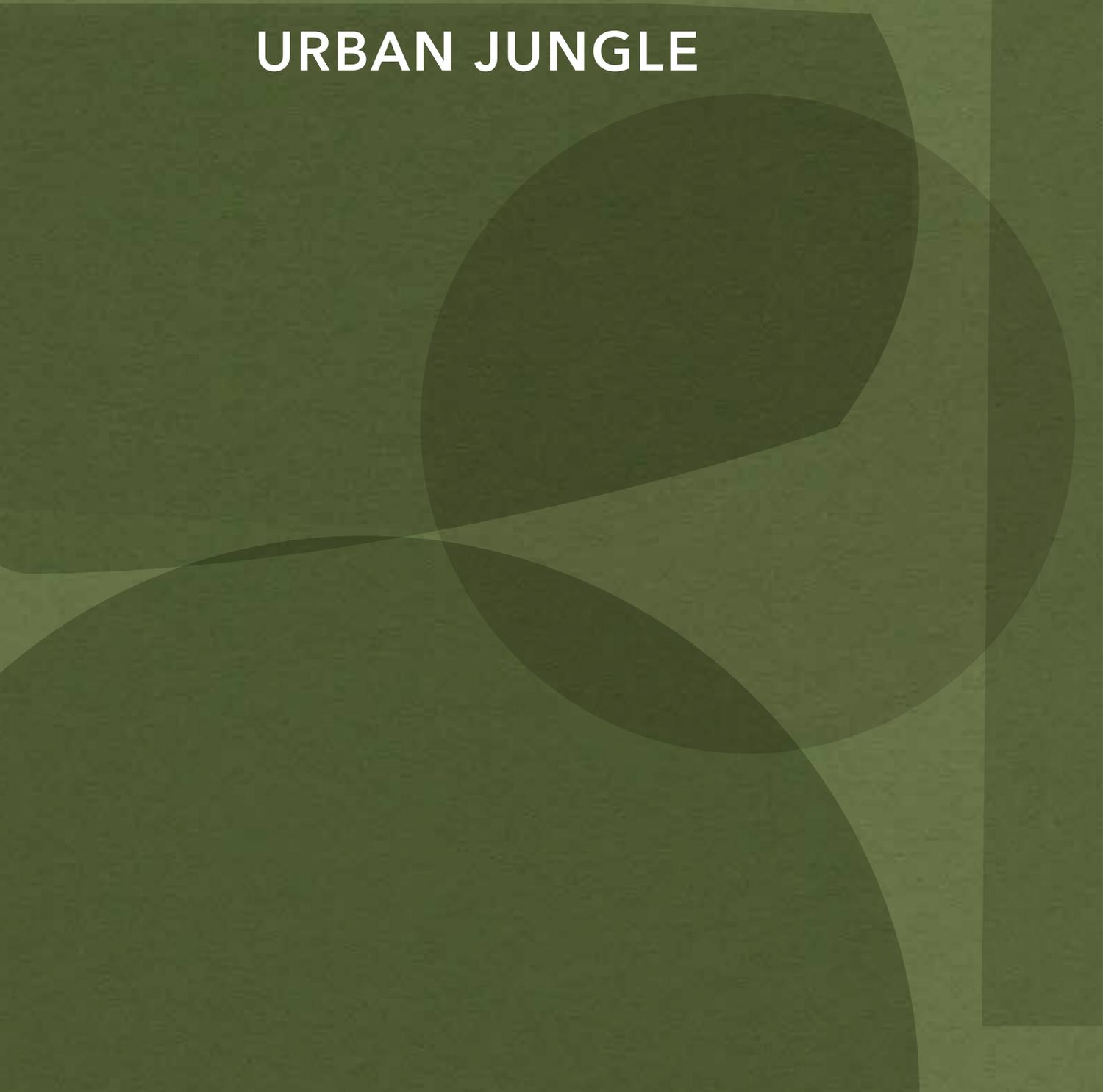


SERAX

URBAN JUNGLE



Serax Urban Jungle

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URBAN JUNGLE

EN 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.

NL Sinds de oprichting in 1986 ontketende Serax een ware (r)evolutie in de bloemensector. 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.

FR 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.

DE Seit der Gründung im Jahre 1986 entfesselte Serax eine regelrechte (R)evolution im Floristensektor. Bis zum heutigen Tage bleiben wir diesem Leitsatz treu. Unsere Kollektion von Blumentöpfen wird jede Saison ergänzt und erweitert. No-nonsense oder rein romantisch, schlicht oder aufwendig, für drinnen oder draußen, in kühlen oder warmen Materialien. In jedem Interieur passt ein Topf und für jedes Interieur hat Serax den passenden!

IT 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.



MARIE MICHIELSSEN

Urban jungle

EN Eclectic, a world full of wonderful extremes with a well-thought-out structure. That is the first thing that comes to mind regarding the new collection by Marie Michielssen. Even though each collection is completely different, her work is not without a common thread: everything is perfectly balanced. An idea, a feeling, a story is expressed by each individual element; everything seamlessly melds together.

NL Eclectisch, een wereld vol uitersten met een weldoordachte structuur. Dat is het eerste wat bij je opkomt bij de nieuwe collectie van Serax' huisontwerpster Marie Michielssen. Hoewel elke collectie compleet anders is, schuilt er toch een rode draad in haar werk: alles is in evenwicht, perfect uitgebalanceerd. Een idee, een gevoel, een verhaal wordt geuit door elk afzonderlijk element; alles vloeit naadloos in elkaar over.

FR Un monde éclectique, réunissant des extrêmes, mais dans une structure savamment pensée. C'est le constat que l'on pose instinctivement en admirant la nouvelle collection de Marie Michielssen, la conceptrice maison de Serax. Quoique chaque collection soit diamétralement différente, on y décèle malgré tout un dénominateur commun : tout est équilibré, judicieusement posé. Chaque élément raconte une histoire, une sensation, une idée; avec fluidité et harmonie.

DE Eklektisch, eine Welt voller Extreme mit einer wohlüberlegten Struktur. Das ist der erste Gedanke beim Anblick der neuen Kollektion von Serax' interner Designerin Marie Michielssen. Obwohl jede Kollektion völlig unterschiedlich ist, zieht sich ein roter Faden durch ihr Werk: Alles ist im Gleichgewicht und perfekt ausbalanciert. Jedes einzelne Element bringt einen Gedanken, ein Gefühl, eine Geschichte zum Ausdruck; alles fließt nahtlos ineinander über.

IT Un eclettico connubio di estremi che compongono una struttura ben concepita. È questa la prima impressione che si ha osservando la nuova collezione della designer Serax Marie Michielssen. Nonostante la diversità delle varie declinazioni, le realizzazioni di Marie hanno come denominatore comune una perfetta armonia formale. Ogni singolo oggetto esprime un'idea, una sensazione, una storia, componendo un insieme organico.



Ladder Incl 4 Baskets
Case Army Green
B7217018
42x30xH172cm



Plantrack Large Army Green B7217017 35x100 H170cm	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
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Planter Grid
Army Green
B7217083
60x25 – H78cm



Trolley Marie
Army Green
B7217016
40x85 – H70cm



The tree which moves some to tears of joy is in the eyes of others only a green thing that stands in the way. Some see nature all ridicule and deformity, and by these I shall not regulate my proportions; and some scarce see nature at all. But to the eyes of the man of imagination, nature is imagination itself.

(William Blake)

Cactus

Cactus Mini
Ass/2
B2516026
12,5x5xH12cm

Cactus Small
B2513007
20x7,5xH20cm

Cactus Large
B2513009
24x22,5xH39,5cm

Cactus Medium
B2513008
18,5x16,5xH29cm

Cactus X-Large
B2513008L
32x28xH60cm





Iron Hanger
Black
B7217015
34x23 H55cm

Mospot Large
Ass/2
B3909005
D18 H13cm



Pot Wire
Netting Hanging
Army Green
B7217011
D20 H20cm





Canvas Small
Ass/4 Colours

B7217012
D16 H17cm

Pot Granito
Brown Large

B7217054
D25 H25cm

Canvas Bags



Canvas Large Hanging
Ass/4 Colours

B7217013
D20 H20cm



Canvas
Ass/3 Army Green
B7217014
D30 H30cm
D35 H35cm
D40 H40cm



Canvas
Cylinder 2 handles
Ass/3 White
B7211313
D27 H34cm

Cage



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



Planter Cage (Incl. pot)
Black

B7217090
40x40 – H74,5cm

Planter Cage (Incl. pot)
White

B7217091
40x40 – H74,5cm

Planter Cage (Incl. pot)
Army Green

B7217092
40x40 – H74,5cm

Casa Luis





Pot Marie
Pink
B7218306
22x10 H18 cm

Pot Marie
Dusty White
B7218301
13x13 H30 cm

Pot Marie
Light Blue
B7218302
11x11 H25 cm

Iron Jar



Mosaic





Pot Marie
Mosaic
B7217002
13x13 H13cm
ASS/2

Pot Marie
Mosaic/Square
B7217003
15x15 H15cm
ASS/2

Pot Marie
Mosaic
B7217004
17x17 H17cm
ASS/2

Pot Marie
Mosaic
B7217005
22x22 H22cm
ASS/2

Vintage tile



Pot Marie
Vintage tile XS
B7216874
7,5x7,5 H7,5cm
ASS/4

Pot Marie
Vintage tile S
B7216875
11x11 H11cm
ASS/2

Pot Marie
Vintage tile L
B7216877
15x15 H15cm
ASS/2



Zig-Zag



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

Prints



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

Black/White



Bak Marie L
Black/White

B7213205
34x11 H11cm
ASS/3

Bak Marie S
Black/White

B7213204
23x11 H11cm
ASS/3

Pot Marie L
Black/White

B7213203
15x15 H15cm
ASS/3

Pot Marie M
Black/White

B7213202
13x13 H13cm
ASS/3

Pot Marie S
Black/White

B7213201
11x11 H11cm
ASS/3

Terrazzo



Pot Terrazzo
Brown
B7217053
D18 H18cm

Pot Terrazzo
Brown
B7217054
D25 H25cm



Pot Terrazzo
B7218342
D18 H18cm

Pot Terrazzo
B7218343
D25 H25cm



Paper Bags



Shelf



Iron Shelf A4 Black
B7217077
32x24 – H6cm



Iron Jar Rectangular Black
B7217078
24x7 – H4cm



Iron Jar S Black
B7217079
8x8 – H10cm



Iron Jar M Black
B7217080
20x20 – H20cm



Iron Jar L Black
B7217081
26x26 – H26cm



Plant Tray Black
B7217082
62x27 – H60cm



Planter Grid Army Green
B7217083
60x25 – H78cm



Shelf S Black
B7217084
15,5x15 – H15cm



Shelf S White
B7217085
15,5x15 – H15cm



Shelf S Army Green
B7217086
15,5x15 – H15cm



Shelf L Black
B7217087
20x20 – H21,5cm



Shelf L White
B7217088
20x20 – H21,5cm



Shelf L Army Green
B7217089
20x20 – H21,5cm



Planter Cage (Incl. pot) Black
B7217090
40x40 – H74,5cm



Planter Cage (Incl. pot) White
B7217091
40x40 – H74,5cm



Planter Cage (Incl. pot) Army Green
B7217092
40x40 – H74,5cm



Pot Marie Mosaic Black/Gold	Pot Marie Mosaic Black/Gold	Pot Marie Mosaic Gold	Pot Marie Mosaic S Gold	Pot Marie Mosaic M Gold
B7217097 15x15 – H15cm – Ass/2	B7217098 17x17 – H17cm – Ass/2	B7217099 23x11 – H11cm	B7217100 11x11 – H11cm	B7217101 13x13 – H13cm



Pot Marie Mosaic L Gold	Pot Marie Mosaic White	Pot Marie Mosaic Black	Pot Marie Mosaic Black/White	Pot Marie Mosaic Black/White
B7217102 22x22 – H22cm	B7217095 60x25 – H20cm	B7217096 60x25 – H20cm	B7217001 11x11 – H11cm – Ass/2	B7217002 13x13 – H13 cm – Ass/2



Pot Marie Mosaic Square	Pot Marie Mosaic Square	Pot Marie Mosaic Black/White	Pot Marie Mosaic Black/White	Pot Marie Dusty White
B7217003 15x15 – H15cm – Ass/2	B7217004 17x17 – H17cm – Ass/2	B7217005 22x22 – H22cm – Ass/2	B7217006 23x11 – H11cm – Ass/2	B7218301 13x13 H30 cm



Pot Marie Cement Colour	Pot Marie Orange	Pot Marie Pink	Pot Marie Light Blue	Pot Marie Yellow	Pot Marie Red
B7218305 22x11 H40 cm	B7218300 18x10 H18 cm	B7218306 22x10 H18 cm	B7218302 11x11 H25 cm	B7218303 15x15 H15 cm	B7218304 22x22 H22 cm



Pot Marie Mosaic Green				
B7218328 7,5x7,5 H7,5 cm	B7218329 11x11 H11 cm	B7218330 13x13 H13 cm	B7218331 15x15 H15 cm	B7218332 17x17 H17 cm



Pot Marie Mosaic Green	Pot Marie Mosaic Blue			
B7218333 22x22 H22 cm	B7218334 7,5x7,5 H7,5 cm	B7218335 11x11 H11 cm	B7218336 13x13 H13 cm	B7218337 15x15 H15 cm



Pot Marie Mosaic Blue	Pot Marie Mosaic Blue	Paper Bag S	Paper Bag M	Paper Bag L
B7218338 17x17 H17 cm	B7218339 22x22 H22 cm	B7218316 D21 H22 cm	B7218317 D30 H38,5 cm	B7218318 D35 H50 cm



Pot Granito Brown	Pot Granito Brown	Pot Terrazzo	Pot Terrazzo	Pot Marie Blackboard Print
B7217053 D18 H18cm	B7217054 D25 H25cm	B7218342 D18 H18 cm	B7218343 D25 H25 cm	B7216827 13x13 H13cm

BART LENS



Bretelle

EN 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.

NL 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.

FR 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.

DE Bart Lens ist Gründer von LENS°ASS, Architekt, Designer, Künstler, Rationalist und Meister im Finden von kreativen Lösungen, um Raum optimal zu nutzen. So erfand er in seinem kleinen Fischerhaus an der belgischen Küste eine neue Art der visuellen Trennung zwischen Lebensraum und Außenwelt: Bretelle, einige Kupferbalken, die Sie mit „Hosenträgern“ ans Fenster hängen können und die Sie eventuell mit Grün bestücken können.

IT 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.



Plant Hanger + Leather Belts
Black

B7217041
115x20 H4cm

Plant Hanger + Leather Belts
White

B7217042
115x20 H4cm

RENÉ BARBA

Pure Terra



Round Hanging Pot S

B7218150
D12 H11 cm



Round Hanging Pot L

B7218151
D15 H14 cm



Round Standing Pot
with Saucer

B7218152
D15 H16 cm



Bol Pot
with Saucer

B7218153
D15 H17 cm



Conical Pot
with Saucer S

B7218154
D15,5 H18 cm



Conical Pot
with Saucer L

B7218155
D25 H27,5 cm

Sixties





Jars



Bain Blanche





Ocean



Jars



Nature



The richness I achieve comes from Nature,
the source of my inspiration.

(Claude Monet)

Chocolat



Gold, copper & brass



Speckles



Clay



Brownie



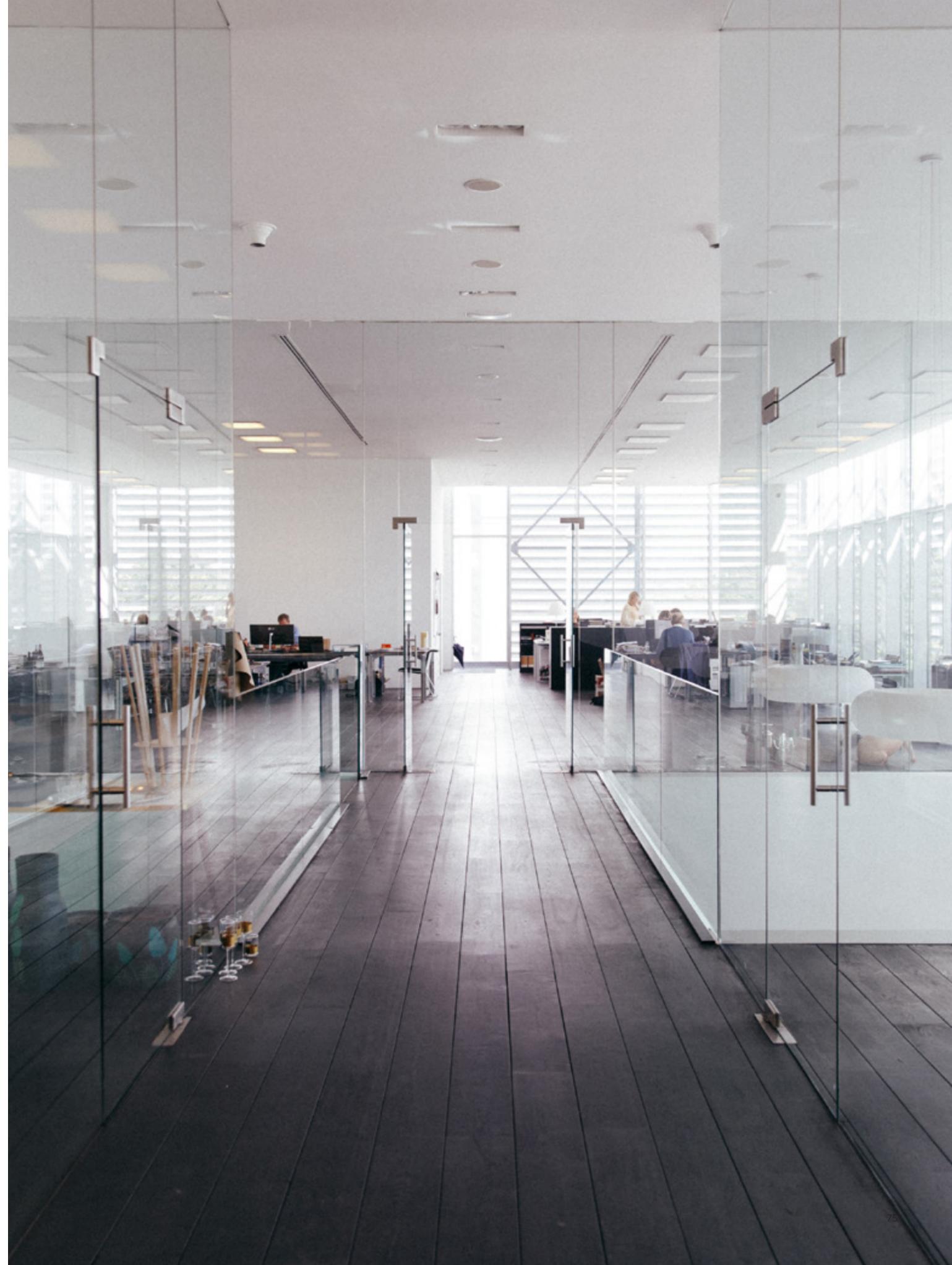
Nature



ABOUT SERAX

Serax enhances your home, adds personality to your interior, and creates unforgettable moments at the dining table. Relying only on the most passionate designers from all over the globe, we produce traditional handicraft. From Vietnam through Antwerp to Portugal, our items are manufactured by skilled craftsmen who respect the basic idea of each design. Our collections are unique for their shapes, materials and style. Serax looks for beauty every day, for the good things that make life worth living, the things that create a home that inspires happiness. To experience, to share, and to discover.

Axel Van Den Bossche
CEO & FOUNDER SERAX



WE HONOUR OUR FAMILY ROOTS

Serax is the brainchild of SERge and AXel Van Den Bossche. Two brothers who were brought up amidst the flowerpot trade in their mother's business. Over the past thirty years, the small-scale business that started up in a garage in 1986 has grown into a multinational with over 65 employees and a head office in Antwerp. In 1991 their nephew Frank Lambert joined the company. Today, the company is led by Axel. Axel's wife - Marie Michielssen - is Serax' house designer. She is the creator of, amongst other things, the famous 'Cactus Vase'. Serax is a family business where passion runs through the veins.

1

2

Working with well-known and lesser known designers is built into Serax' DNA. In 1990, the brand started a tentative collaboration with Peter Arts, which was quite revolutionary in the florist design industry. One year later, Serax achieved international fame, thanks to the collaboration with floral artist Daniel Ost, who designed 'The Flower Booth' for the French design fair Maison & Objet. The seed was planted. Since then, Serax has entered into dozens of partnerships that have resulted in renowned collections and success at an international level.

WE CHERISH DESIGNERS

WE HAVE A TABLEWARE LOVE STORY

When founder Axel met ceramic artist Roos van de Velde in 2009, he wasn't aware that this encounter would change the future of his company forever. After the launch of her tableware collection, starred restaurants from all over the world suddenly lined up to order from Serax.

Today, Serax is the number one reference for Michelin chefs to provide them with the necessary creative porcelain or ceramics that enhance the aesthetics of their dishes.

3

4

WE DESIGN HAPPINESS

All Serax collections - from tableware, glass, and furniture to flowerpots and lighting - are all carefully chosen for the purpose of creating interiors that bring happiness. The interior of a home is the mirror of the personality of the people living in it. Therefore, Serax and its team of designers only selects and edits products that have soul.



5

Over the past thirty years, Serax has been growing at a very fast rate. Yet it has never lost track of its basic principles. Therefore, every collection is crafted traditionally. Serax travels the globe with selected prototypes from designers to find the right craftsmen to manufacture on a larger scale. From Vietnam through Antwerp to Portugal. Always in line with the creator's design and philosophy.

WE BELIEVE CRAFTSMANSHIP IS THE ONLY WAY



DESIGNERS



HANS WEYERS



MARTINE KEIRSEBILCK



ANTONINO SCIORTINO



GERD COUCKHUYT



GIEL DEDEURWAERDER



RENATE VOS



LAUREN VAN DRIESSCHE



PAOLA NAVONE



STUDIO SIMPLE



ANN VAN HOEY



MARIE MICHELSEN



DIK SCHEEPERS



NADIA GALLARDO



SERGIO HERMAN



NATHALIE TEUGELS



MERCI



PJ MARES



GRINT



BART LENS



FILIP JANSSENS



DIALECT



EVELIEN BLEUMINK



ANITA LE GRELLE



PIET BOON



BEA MOMBAERS



PASCALE NAESENS



FCK - FRÉDÉRIK GAUTIER



CATHERINE GRANDIER



ELLEN COLE



ISABELLE DE BORCHGRAVE



ROOS VAN DE VELDE



FANNY LAUGIER



ISABELLE DIELTIENS



NIELS DATEMA



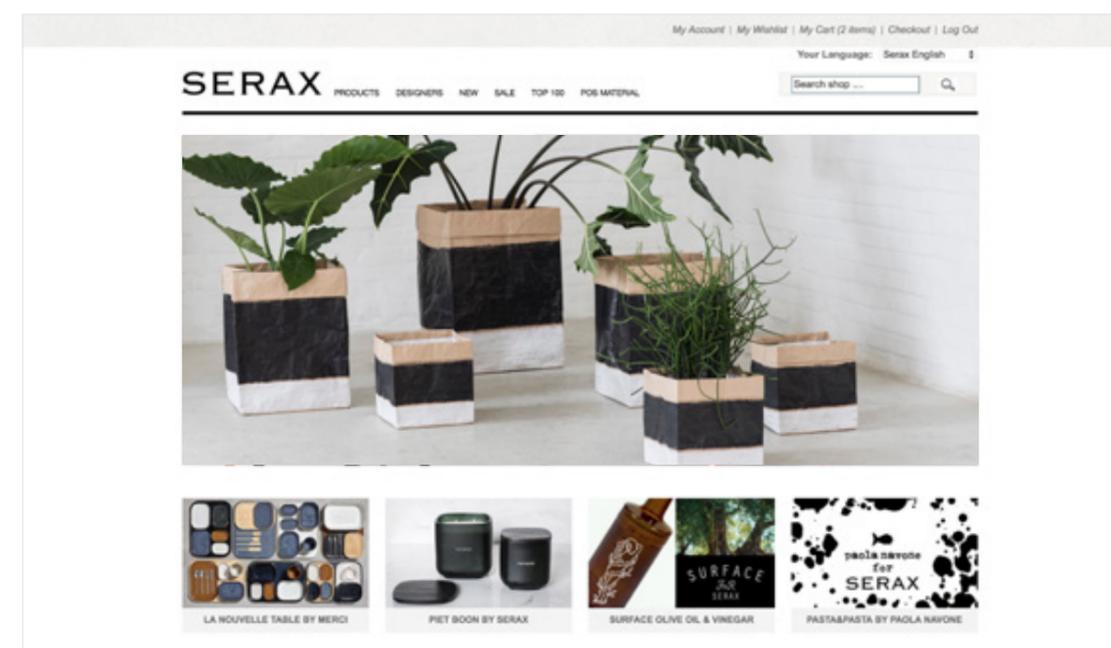
KIKI VAN EIJK



RENÉ BARBA



E-SHOP



EN 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.

NL 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.

FR 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.

DE Über den Serax e-Shop (shop.serax.com) können Kunden ihre Bestellungen rund um die Uhr aufgeben. Dieses benutzerfreundliche Kundenportal bietet Zugang zum vollständigen Produktkatalog. Das übersichtliche Interface und zusätzliche Features, wie Beispielfotos und verwandte Produkte verschaffen dem Kunden eine hervorragende Käuferfahrung. Noch keinen Zugang zum e-Shop? Fordern Sie Ihre Login-Daten über info@serax.com an. Achtung: Der e-Shop ist für Privatkunden NICHT zugänglich.

IT 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.

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