

SERAX

# TABLEWARE

*Renowned design for world class dining*

SERAX

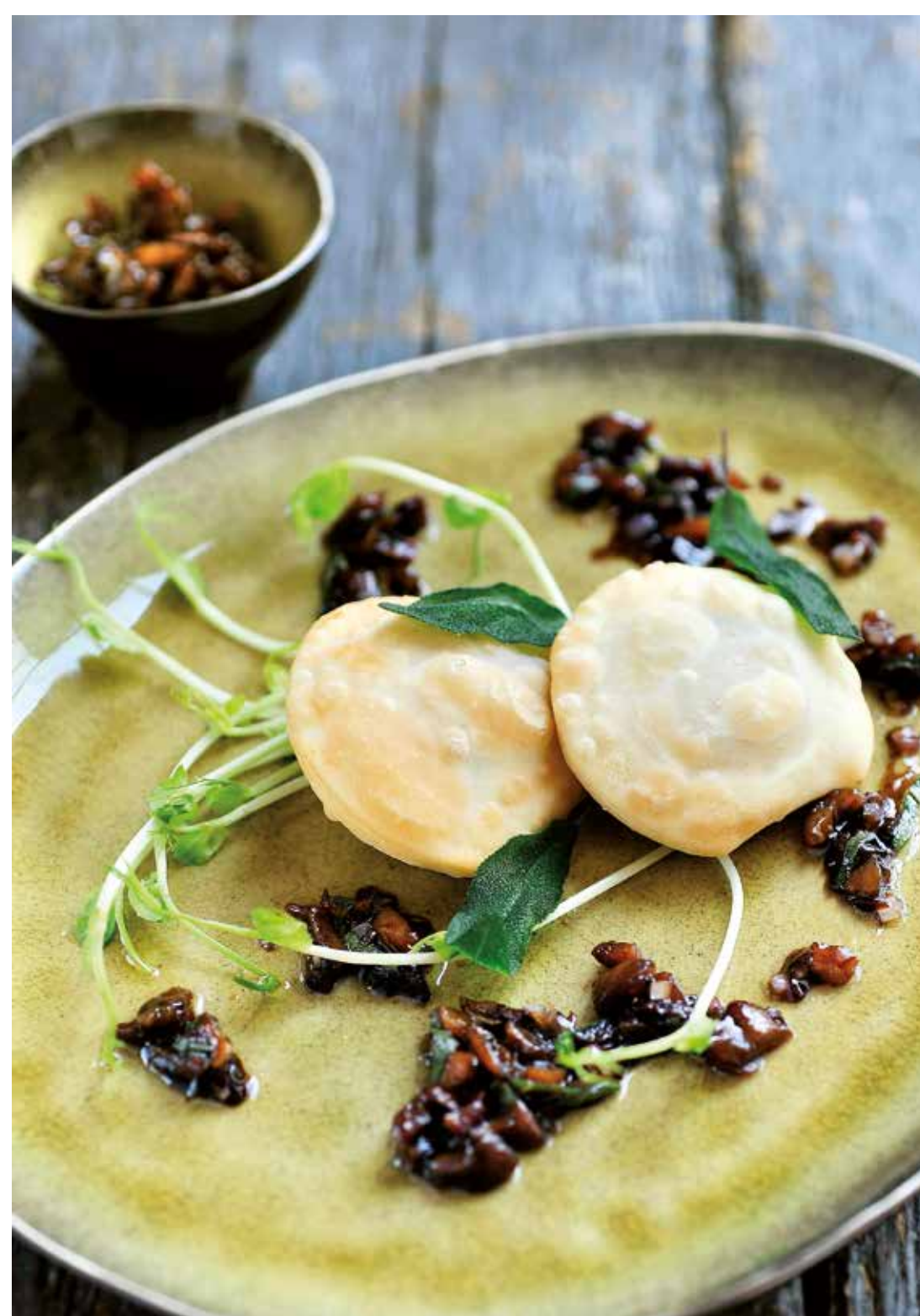


Serax has developed an impressive reputation as a trend-setter, by collaborating with famous, internationally renowned designers.

Today, Serax serves as a design platform, where synergies are created between Belgian and international designers. The collection holds decorative objects, tableware collections and small furniture articles. Our core philosophy is to always bring accessible, functional and qualitative design.

With the elaborate collection of tableware lines, Serax established themselves in a few years as a trendsetter in the hospitality sector. Renewing styles and materials result in a unique and diversified assortment. The creations gained worldwide recognition from renowned star chefs and hoteliers.

**SERAX**



GERT DE MANGELEER, JULIEN ROYER,  
JEAN-GEORGES VONGERICHTEN,  
MICHEL BRAS, ANDRÉ CHEUNG,  
SERGIO HERMAN, PETER GOOSSENS



all listed in the **The World 100 Best Restaurants** by S. Pellegrino,  
choose Serax Tableware.

**SERAX**





*design by*

**PIET BOON**

BASE



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



**RESTAURANT THE JANE**

Antwerp (Belgium)

Chefs · Sergio Herman & Nick Bril







# SERAX TABLEWARE

*Serving more than 100 (Michelin) Stars.*











*design by*

## **ROOS VAN DE VELDE**

PERFECT IMPERFECTION

Roos Van de Velde is a visual artist who is inspired by nature. Nature is the thread that runs through all of her designs with a recurring and strong underlying presence. Her china service symbolises innovation in different fields. It was the first time a collective was produced where the imperfection, the flaws and the coincidence during the production process were given a reason to exist. The service is like balancing on a thread: the perfect imperfection. This autumn Serax is presenting a new 7 part service that Roos developed in co-operation with culinary French chef Michel Bras.

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BELGIUM

**LA PAIX**

BRUSSEL

★

BELGIUM

**LI CWERNEU**

HUY

★

THE NETHERLANDS

**LIBRIJE**

ZWOLLE

★★★

USA

**RESTAURANT**

**JEAN-GEORGES**

NEW YORK

CHEF · JEAN-GEORGES

VONGERICHTEN

★★★

GERMANY

**SEEHOTEL ÜBERFAHRT**

ROTTACH - EGERN

CHEF · CHRISTIAN JÜRGENS

★★

FRANCE

**MAISON TROISGROS**

ROANNE

★★

FRANCE

**BRAS**

LAGUIOLE

CHEF · MICHEL

& SÉBASTIEN BRAS

★★★

SPAIN

**EL CELLER DE CAN ROCA**

GIRONA

★★★

SERAX





"THERE IS NO LOVE  
SINCERER THAN  
THE LOVE OF FOOD."

— George Bernard Shaw

**SERAX**



**RESTAURANT JEAN-GEORGES**

New York (USA)

Chef · Jean-Georges Vongerichten

★★★

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*International awarded chefs choose Serax  
tableware for it's cutting-edge design, high  
quality and affordable price.*

FRANCE

**LE GRAND VÉFOUR**

PARIS

CHEF · GUY MARTIN

★★

FRANCE

**LE CHEVAL BLANC**

COURCHEVEL

★★

FRANCE

**L'ESPÉRANCE**

VÉZELAY

CHEF · MARC MENEAU

★★

FRANCE

**LE JARDIN DES SENS**

MONTPELLIER

CHEF · JACQUES &

LAURENT POURCEL

FRANCE

**HÉLÈNE DARROZE**

PARIS

UNITED STATES

**TWIST**

**BY PIERRE GAGNAIRE**

LAS VEGAS

★★★

SWEDEN

**NORDA BAR & GRILL**

GOTHEBORG

CHEF · MARCUS SAMUELSSON

SINGAPORE

**JAAN PAR ANDRÉ**

SINGAPORE

CHEF · ANDRÉ CHEUNG

★★

AUSTRIA

**MRAZ & SOHN**

WIEN

CHEF · MARKUS MRAZ

★

UNITED KINGDOM

**HÉLÈNE DARROZE**

LONDON















**JAAN PAR ANDRE**

Singapore

Chef · André Cheung





*design by*

## **GERD COUCKHUYS**

BOND

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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. Design is research, study and seeking formal and functional value with the realization that experience does not simply appear out of the blue. 'BOND' refers to the bonding of people through their shared love for the culinary art. The collection is designed to present the artwork on the plate properly so that it can come fully into its own without undermining the elegance of this porcelain collection.

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*design by*

## **PASCALE NAESSENS**

PURE



Cooking with exquisite ceramics: pure romance, pure interaction. Pascale Naessens introduces “Pure”, her first line of tableware. Her encounter with the Tunisian Sabiha marked the beginning of her fascination with ceramics. “Pure” embodies authenticity and warmth. It is based on organic lines and is made from natural materials.

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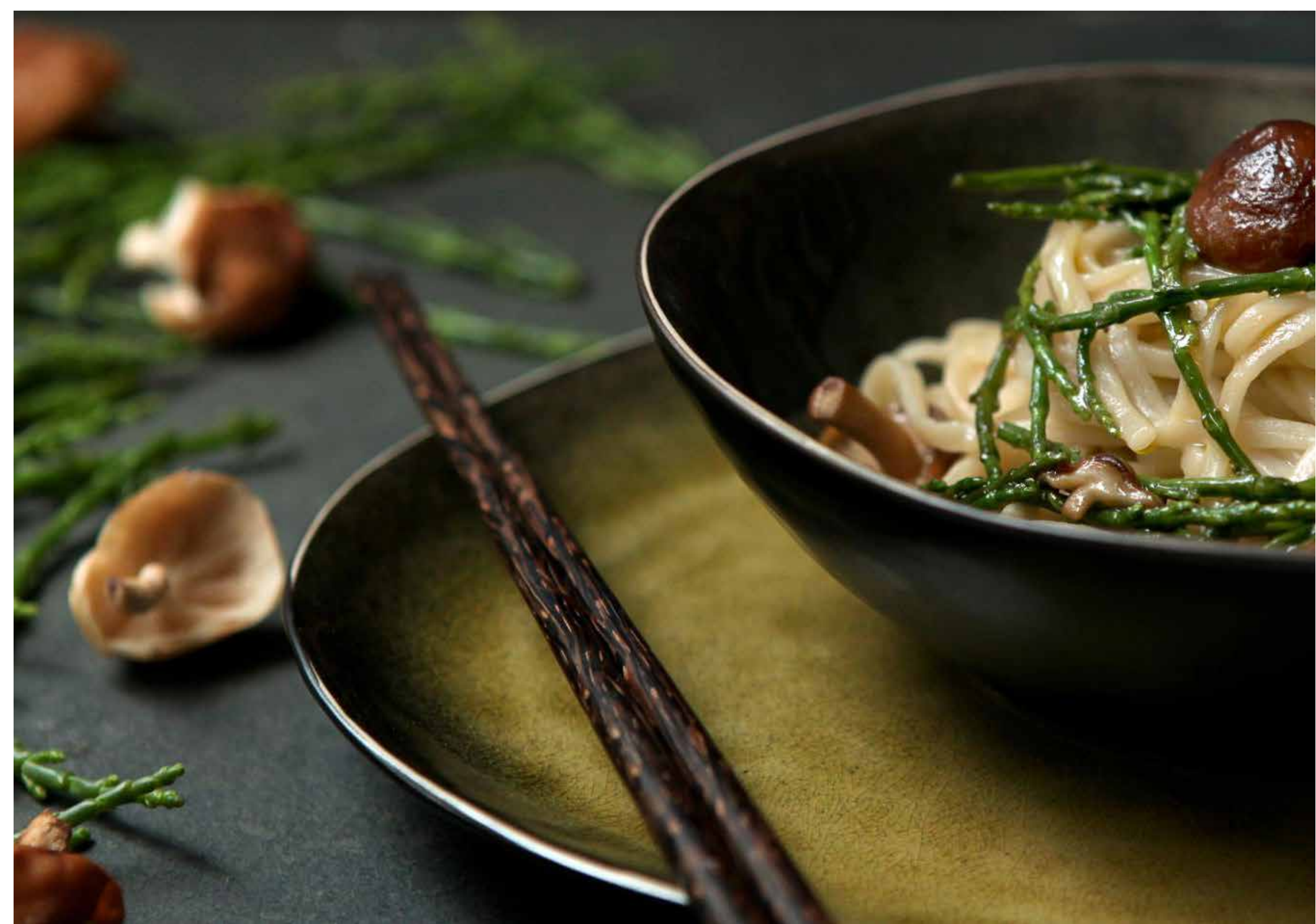














*design by*

## **GEMMA BERNAL**

DROPS & CLASP

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The form of a drop is geometrically fascinating. Soft, smooth, transparent, and then... it assumes different shapes until it breaks upon contact with the surface: From spherical to elongated, in complete simplicity. All these effects are reflected in the DROPS collection. A high-quality porcelain service with a unique touch. CLASP is a refined and tautly lined service made of top quality porcelain. The collection is defined by a flat surface with ends like wings that raise your dish to another visual dimension.

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*design by*

# MARTINE KEIRSEBILCK

DUSK



The clay itself – this soft, supple, fire clay – inspired designer Martine Keirsebilck to design a series of plates, bowls and dishes. The result: DUSK. A serving set with a deep charcoal grey color. The color is unconventional and demands the user's creativity and inspiration.

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*design by*

# CARLO VAN POUCKE

LENS



Designing in clay is a unique experience, the amazing interplay between four elements: water, earth, air and fire form the basis for research and experiments.

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*design by*

## **CHRIS MESTDAGH**

SIGILLATA SIGNATURE

Serax creates relief on the laid table with the brand-new service from Chris Mestdagh. The service that carries the name Sigillata Signature, wearing the brand of the designer, creates a play of colours and lines when stacked up. The collection is available in Kefir (white), Cumin (beige), Clove (brown) and Juniper (blue) and is designed to create the perfect match, different colours that can be used in perfect harmony around one table.

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*design by*

**SERAX**

AQUA

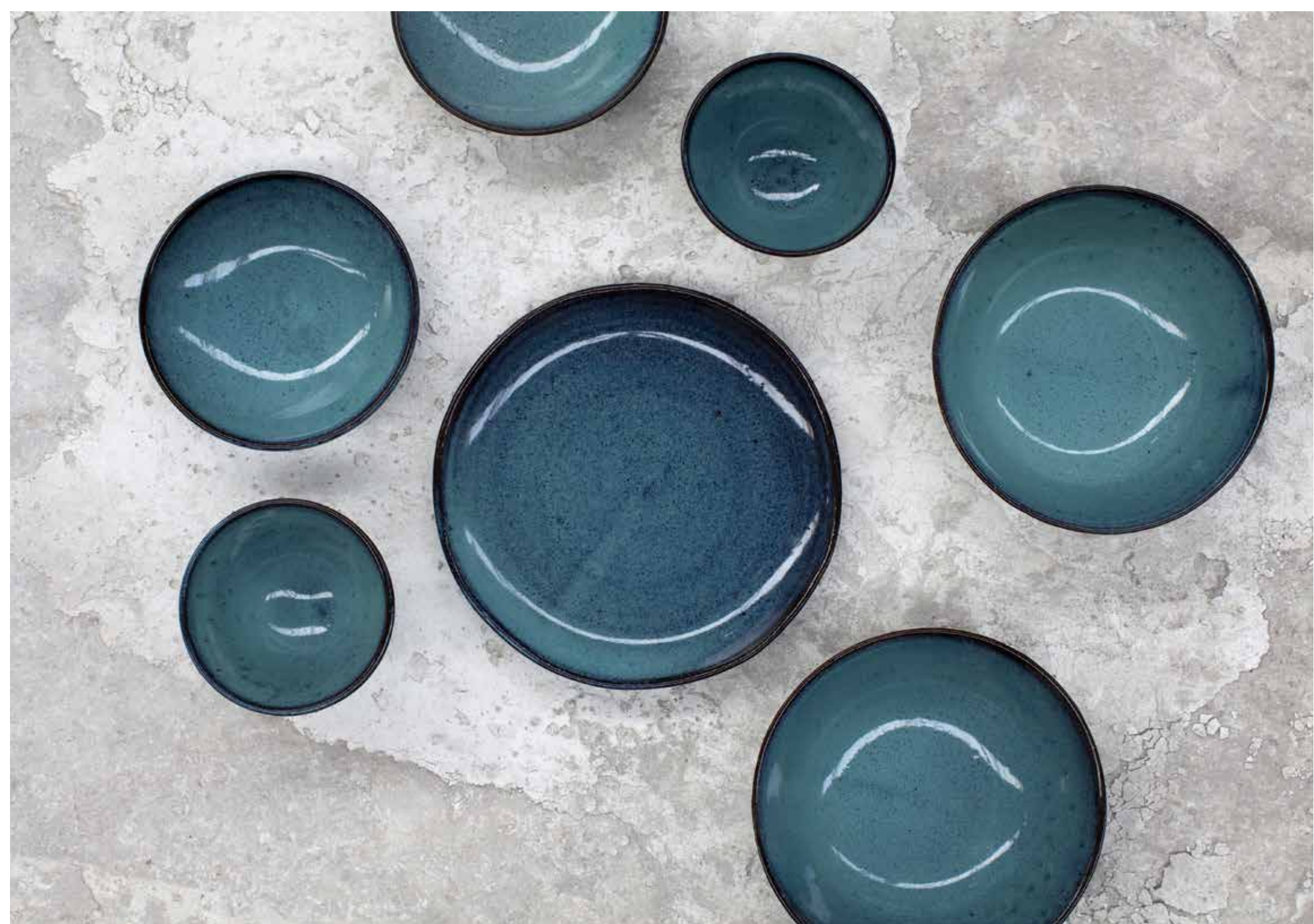
Aqua, the artisanal earthenware tableware turns every table into a colourful tableau. The bowls and dishes, available in different shades of blue, create a refreshing culinary perception. Use Aqua for all your tableware, or add a colourful touch to the table or interior with the beautiful bowls and dishes.

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*design by*

## **DOLS & MARTENS**

DOLS & MARTENS

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The serving set, inspired by the purest of sources, nature, and the characteristics of the material, simple and using traditional methods. Earthy colors and forms invite the user to invent surprising compositions, again and again. Stimulating the eye and the taste buds.



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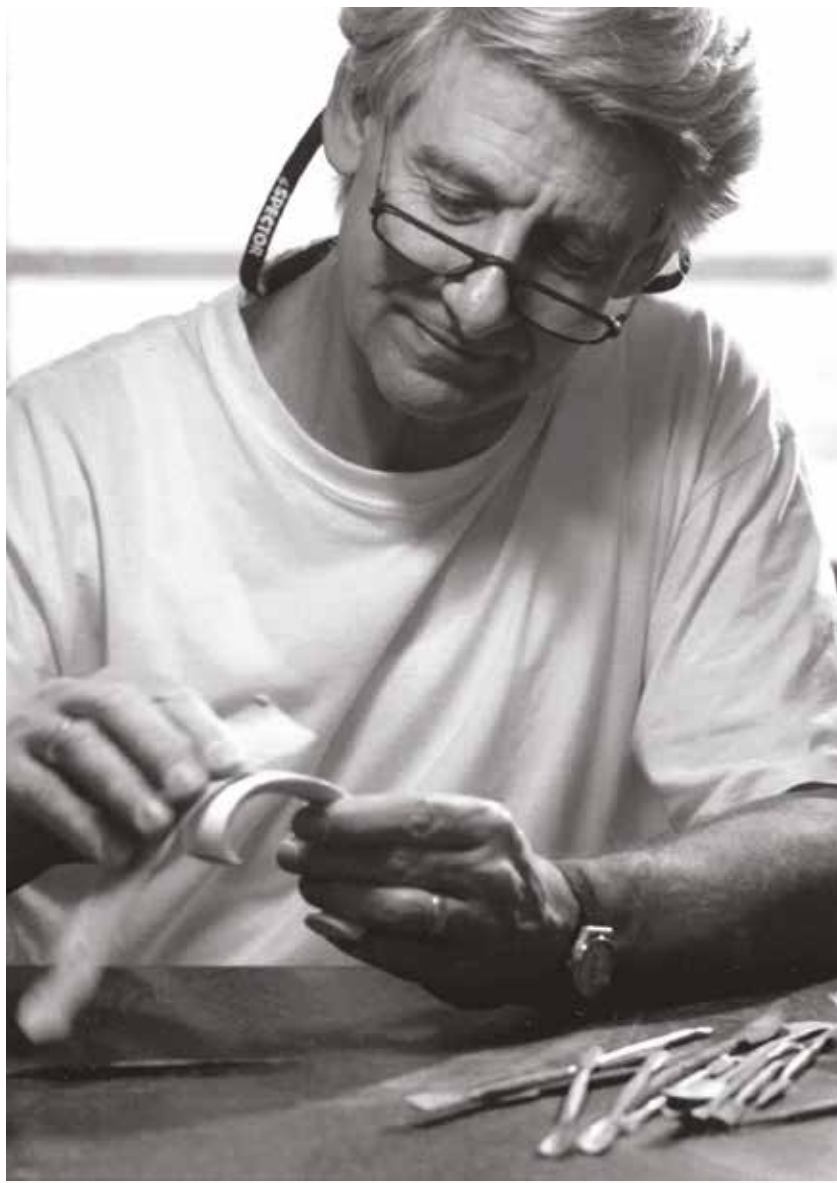












*design by*

## **PIETER STOCKMANS**

UNODUETRE

“An original dinnerware range which fosters creativity “  
Belgium-based ceramic artist Pieter Stockmans designed a new porcelain dinnerware with the name “Uno-due-tre” for Serax. The new range in creamy white porcelain looks mat on the outside and is glazed on the inside. It is made up of basic geometric shapes – round, square, hexagonal and octagonal – which fit into each other like a work of art. By combining the shapes in different ways you can bring your personal touch to your table. “It prompts people to be creative and enjoy every single piece of the dinnerware each time in different ways”, says Pieter Stockmans. An original dinnerware range which - thanks to Serax - can appeal to a large group of people. Affordable yet luxurious and original.





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*"How nice it is to be creative  
with a simple material such as clay.  
I did it my whole life  
and still have new ideas.  
How wonderful to express myself  
every day  
with this white gold  
as porcelain is called.  
Always  
in the same philosophy  
of tactility and vulnerability."*

*Pieter Stockmans*







*design by*

# **ANN VAN HOEY**

GEOMETRY



Ann Van Hoey was a late bloomer in the ceramic arts. With her “Étude Géométrique”, a collection of basic forms, she burst onto the scene from 2008. “Étude Géométrique” grew from a bowl with four corners, the ‘square in the circle’, as it were. Ann came up with the idea of folding thin sheets of clay when she saw origami artists at work in Japan. The logical next step was the confrontation between the circle and the triangle, and the subsequent anticipation of what the straight lines would do to the circle: geometrically speaking it is a ‘biangle’, the shape of an eye. Ann Van Hoey is internationally recognized and has been awarded by different juries all over the world.

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## HOF VAN CLEVE

Belgium

Chef · Peter Goossens

★★★

The collection, born out of the collaboration with the Belgian ceramicist, Ann Van Hoey, captures the adroit dialogue between geometrical shapes, from circle to point, and results in an undeniable feeling of grace and purity. Enjoy each and every meal in the pure forms of the Geometry collection.

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# SERAX PRESS CLIPPINGS

*The International press praises the Serax Tableware Collections for its bold design statement.*

FOUR MAGAZINE (US) - DONNA HAY MAGAZINE (AUSTRALIA)  
AUSTRALIAN GOURMET TRAVELLER (AUS) - DELICIOUS (NL)  
ELLE DECORATION (UK) - COTÉ SUD (FR) - ELLE ETEN (NL)  
FOOD & WINE MAGAZINE (US) - IDEAT (FR) - ELLE (FR)  
MARIE CLAIRE MAISON (FR) - SABATO (BE) - SAVEUR (FR)  
FLAVOUR (US) - ELLE (NL) - DELICIOUS (UK) - VOGUE (IT)  
KNACK WEEKEND (BE) - WALLPAPER (UK) - VT WONEN (NL)  
FEELING WONEN (BE) - ELLE (ITA) - DS MAGAZINE (BE)  
COTÉ OUEST (FR) - MADAME FIGARO (FR) - COOKING & FOOD  
(UK) - CULINAIRE AMBIANCE (BE)

SERAX







Salade de cresson de fontaine aux olives vertes, pamplemousse, avocat et noix



- voor 4 personen
- 20 palmharten (in blok of bokaal)
  - 2 avocado's
  - 12 kwarteleieren
  - 2 teentjes knoflook, geperst
  - 20 ml extra vierge olijfolie
  - 3 takjes platte peterselle
  - 1 limoen
  - 1 kleine chilipeper
  - 12 paranoten (Brazilnoten)
  - 1/2 koffiel zacht chilipoeder
  - 2 lente-uitjes, heel fijn gesnipperd
  - 1/2 koffielepel gemalen komijn
  - Peper van de molen en zeezout

- 1 Plet het vruchtvies van de avocado met wat limoensap, olijfolie, komijn en een fijngesnipperde chilipeper. Kruid met peper en zout en zet goed afgedekt in de koelkast.
- 2 Kook de kwarteleieren 3 minuten in kokend, gezouten water en leg ze onmiddellijk in ijswater. Pel ze.
- 3 Spoel de palmharten en laat even uitsieken. Dep ze even met wat keukenpapier. Grill de palmharten en leg ze op een schaal.
- 4 Mix de knoflook met de platte peterselle en de olijfolie en druppel er wat limoensap bij. Kruid met peper en zout. Ovsigiet de palmharten met de vinaigrette.
- 5 Rooster de paranoten in de oven of in een droog pan en hak ze fijn.
- 6 Besprenkel de kwarteleieren met wat chilipoeder, lente-uitsnippen en kruid ze met peper en zout.
- 7 Verdeel de avocadomoes over de borden, schi er de palmharten op en leg er de kwarteleije bij, bestrooi met de gehakte paranoten en wer af met de vinaigrette.



Gegrilde palmharten met kwartelei, avocado, knoflookvinaigrette en geroosterde paranoten

bleware: Dols & Martens by Dols & Martens - www.serax.com



Heilbot met linzen, dooierzwammen, erwten en venkelschuim



Canard sauvage, taboulé d'Ebly au pamplemousse, épinards et pistaches



Suprême de faisan braisé, chicons gratinés au champagne, herbes



Pao de queijo (kaasbroodjes)



## KERAMIEK VAN DE BOVENSTE PLANK

De Belgische keramiste **Cathérine Lovatt** groeide op in Noord-Frankrijk en volgde beeldende kunst aan het Gerése Sint-Lucas. Dat Lovatt een creatieve duizendpoot is, bewijst het parcours dat ze sinds haar afstuderen aflegde. Zo werkte ze in de moderne kunst, richtte ze haar eigen keramiekstudio op en ontwierp ze als freelancer voor internationale merken. Lovatts werk staat synoniem voor zachte lijnen, een rustig kleurenpalet en minimalistisch design. De collectie Family Set, die de designster in 2011 voor het Belgische interieurmerk Serax ontwierp, wordt nu uitgebreid met nieuwe ontwerpen en kleuren. Wit en taupe tinten krijgen het gezelschap van pastroze en contrasterend zwart. Door het stelselmatig gebruik van cilindervormen zijn de nieuwe aanwinsten een perfecte aanvulling op de bestaande familie.



Bewaar bana  
langer door  
huishoudfolie  
hun stengels  
wikkelen





Platter by Pascale  
Noessens for Serax.



## TREND ALERT

### DRESSINGS

Even vinaigrettes are getting amped up with charred flavor—like the scallion dressing tossed with grilled potatoes at TBD in San Francisco.



### Charred Broccoli and Red Onion Salad

Total 45 min; Serves 6

In Raleigh, North Carolina, local-hero chef Ashley Christensen cuts broccoli into thick slices, then grills it with sweet red onion—a dish that will appear at her upcoming wood-fire restaurant, *Death & Taxes*. It's super-important to use broccoli with large, very tight heads to make the best "steaks."

- 2 large, tight heads of broccoli (2½ lbs.), cut lengthwise into ¼-inch-thick steaks (reserve any florets for another use)
  - 2 Tbsp. extra-virgin olive oil, plus more for brushing  
Kosher salt and pepper
  - 2 medium red onions, sliced crosswise ¼ inch thick
  - 3 medium tomatoes, cut into 1-inch pieces
- 2½ Tbsp. red wine vinegar  
Shaved ricotta salata, for serving

1. Light a grill or preheat a grill pan. Brush the broccoli steaks with oil and season with salt and pepper. Grill over moderately high heat, turning once, until lightly charred and crisp-tender, about 7 minutes. Transfer to a baking sheet and let cool.

2. Meanwhile, brush the red onions with oil and season with salt and pepper. Grill over moderately high heat, turning once, until lightly charred and softened, about 5 minutes. Transfer to a work surface and let cool, then cut into ¼-inch pieces.

3. In a large bowl, toss the tomatoes with the 2 tablespoons of olive oil, the vinegar and a generous pinch of salt and let stand for 5 minutes. Add the grilled onions; season with salt and pepper. Arrange the broccoli on plates or a platter and spoon the tomato-red onion salad on top. Garnish with shaved ricotta salata and serve right away.



Platter by Pascale  
Noessens for Serax,  
spoon by Cutipol  
from Mud.



## Salade met knolselder, gekaramelliseerde noten en pompelmoesvinaigrette

4 pers., # 20 min.

- ½ knolselder
  - 1 appel
  - ½ rodekool
  - ½ bosje bladpeterselle
  - 100 g macadamianoten
  - 10 g boter
  - 2 el suiker
  - ½ kl zout
  - ½ kl chilivlokken
  - appelazijn
  - peper en zout
- Voor de dressing
- 3 el olijfolie
  - 3 el pompelmoessap
  - 1 el geraspte gember
  - ½ kl honing
  - peper en zout

1 Meng alle ingrediënten voor de dressing in een maatbeker en klop goed los. Kruid met peper en zout en zet koel weg.

2 Rooster de noten goudbruin in een pan zonder vetstof. Voeg de boter, suiker, zout en de chilivlokken toe en schud goed op tot de noten gekaramelliseerd zijn. Stort ze op bakpapier en laat ze afkoelen, hak grof.

3 Schil de knolselder en snij in heel fijne reepjes. Spoel de appel, verwijder het klokhuis met een appelboor en snij in dunne

plakjes. Hussel goed door elkaar. Meng met enkele lepels van de dressing en een scheutje appelazijn. Schep goed om. Kruid met peper en zout.

4 Spoel de peterselle en laat goed uitlekken. Verdeel de salade over vier bordjes. Maak de rodekool schoon en rasp fijn met een mandoline. Werk de salade af met geraspte rodekool, de gekaramelliseerde noten en de peterselle.

5 Serveer de rest van de pompelmoesdressing bij de salade.

Met wat geitenkaas of enkele blokjes geroosterde kip wordt deze salade een heerlijk lunchgerecht.



*De geroosterde noten*

4 pers. # 10 min.

1 100 g macadamianoten in een pan zonder vetstof roosteren tot ze goudbruin zijn. Voeg 10 g boter, 2 el suiker, ½ kl zout en ½ kl chilivlokken toe. Schud goed om tot de noten goudbruin zijn. Stort ze op bakpapier en laat ze afkoelen. Hak grof.

2 100 g macadamianoten in een pan zonder vetstof roosteren tot ze goudbruin zijn. Voeg 10 g boter, 2 el suiker, ½ kl zout en ½ kl chilivlokken toe. Schud goed om tot de noten goudbruin zijn. Stort ze op bakpapier en laat ze afkoelen. Hak grof.



*Instantis de grâce*

4. 8. Deze set is geschikt voor 4 personen. Het bestaat uit een set van 4 witte kopjes en 4 witte schotels. De set is gemaakt van keramiek en is zeer duurzaam. De set is geschikt voor gebruik in de vaatwasser en in de oven. De set is ook geschikt voor gebruik in de microgolfoven.



*TABOURET CYGNETELLE*

Deze set is geschikt voor 4 personen. Het bestaat uit een set van 4 witte kopjes en 4 witte schotels. De set is gemaakt van keramiek en is zeer duurzaam. De set is geschikt voor gebruik in de vaatwasser en in de oven. De set is ook geschikt voor gebruik in de microgolfoven.



*La montagne aux esprits*

Deze set is geschikt voor 4 personen. Het bestaat uit een set van 4 witte kopjes en 4 witte schotels. De set is gemaakt van keramiek en is zeer duurzaam. De set is geschikt voor gebruik in de vaatwasser en in de oven. De set is ook geschikt voor gebruik in de microgolfoven.



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