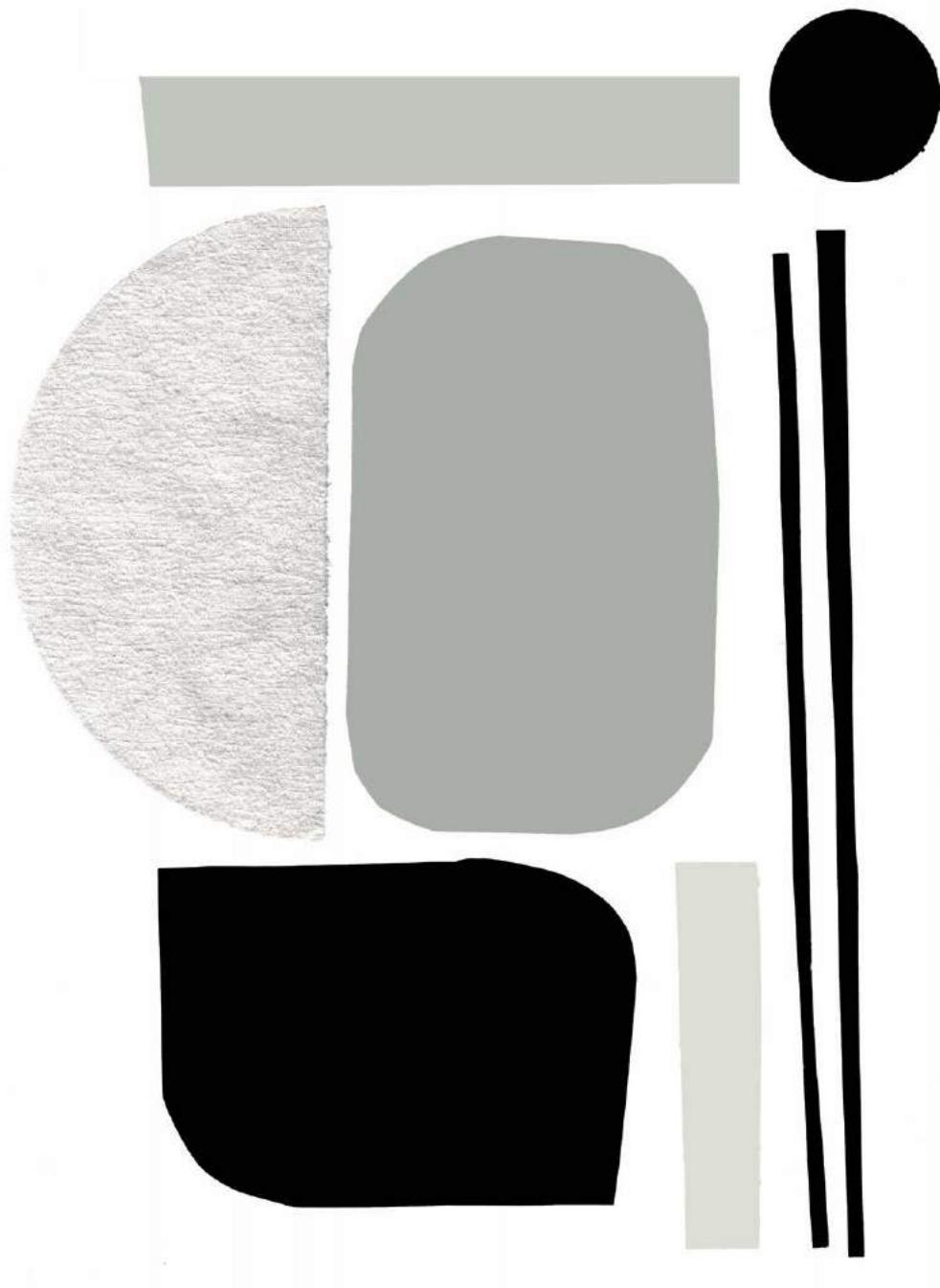


SERAX



NEW COLLECTIONS FALL/WINTER 2017

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 leit-motiv 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.

Serax wurde vor 30 Jahren gegründet und bildete den Ausgangspunkt einer (R)evolution in der Floristikbranche. Entwürfe nationaler und internationaler Designer erblickten das Licht der Welt und veränderten diesen Sektor dauerhaft. Dieser Anspruch bestimmt nach wie vor die Existenz von Serax, nur ist das Spielfeld größer geworden. Dekorationsobjekte, Tableware-Linien und Kleinmöbel wurden in die Kollektion aufgenommen. Heute gilt Serax als Designplattform, auf der Synergien zwischen nationalen und internationalen Gestaltern entstehen. Serax hält am Anspruch fest, dem Kunden zugängliches, hochwertiges und funktionales Design zu bieten.

DESIGNERS



MERCI

Merci, located in the heart of the historic Parisian district of Haut-Marais, is a magical place where people can shop for the best of fashion and design while enjoying Parisian hospitality in one of the store's cosy catering facilities.



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.



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 NAESENS

Cooking with exquisite ceramics: pure romance, pure interaction.

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.



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



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.

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.



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.



EVELIEN BLEUMINK

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



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 LE GRELLE

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.



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 Couckhuyt 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.



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 Pierrick De Coster and Jonas Blondeel are working, each of them having a vision and a language of his own, a dialect of his own.

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.



ANTONINO SCIORTINO

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



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.



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 GRANDIDIER

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



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.

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.



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.



RENÉ BARBA

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



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.



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.



ELLEN COLE

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

INTERIOR DESIGN

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, schrageren 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.

Zugänglichkeit und Funktionalität des Designs, die Säulen von Serax und bereits Ausgangspunkt für verschiedene Kollektionen, wurden in einem Kleinmöbelsortiment umgesetzt. Die besondere Materialauswahl führt häufig zu einzigartigen Produkten, die einen universellen, zeitlosen Charakter verströmen. Das Sortiment umfasst unter anderem Stühle, (Beistell-) Tische, (Gewürz-) Regale, Tischböcke und Accessoires.



PM-AM

Piet Boon by Serax is het resultaat van het combineren van design en individualiteit, en bestaat uit vier geurkaarsen die geïnspireerd zijn op dop de vier momenten van de dag; 07:00 AM, 10:00 AM, 06:00 PM en 11:00 PM, die plaatsvinden tussen ochtend en avond. De geuren variëren in karakter en intensiteit, waardoor ze perfect passen bij elke stemming.

Piet Boon par Serax est le fruit d'une alliance entre design et individualité, et se décline en quatre bougies parfumées inspirées des différents moments de la journée 07:00 AM, 10:00 AM, 06:00 PM and 11:00 PM, qui composent la journée du matin au soir. Les senteurs varient en caractère et en intensité de telle sorte qu'elles s'adaptent parfaitement à chaque humeur. Il suffit de fermer les yeux pour s'évader dans l'univers de Studio Piet Boon.

Piet Boon by Serax is the result of combining design with individuality, and consists of four scented candles inspired by the different moments of the day: 07:00 AM, 10:00 AM, 06:00 PM and 11:00 PM that take place between morning and night. The scents vary in character and intensity, which makes them

perfect for every mood. If you close your eyes, you can just imagine yourself in the world of Studio Piet Boon.

Lo studio Piet Boon e Serax hanno intrapreso una collaborazione che è sfociata in una linea di candele profumate: Piet Boon di Serax. Piet Boon di Serax è il risultato del connubio tra design e individualità ed è composta da quattro candele profumate ispirate ai vari momenti della giornata che si alternano dall'alba alla notte. Gli aromi si distinguono per carattere e intensità, modulandosi perfettamente ai vari stati d'animo. Chiunque chiuda gli occhi, potrà sognare di trovarsi nel mondo dello Studio Piet Boon.

Studio Piet Boon und Serax haben ihre Kräfte gebündelt und bringen gemeinsam die Duftkerzenlinie Piet Boon by Serax auf den Markt. Piet Boon by Serax ist das Ergebnis der Verbindung von Design und Individualität, und die Kollektion umfasst vier Duftkerzen in Anlehnung an die verschiedenen Tageszeiten zwischen Morgen und Abend. Charakter und Intensität variieren je nach Duft, so dass für jede Stimmung das Passende dabei ist. Schließt man die Augen, fühlt man sich in die Welt von Studio Piet Boon hineinversetzt.

PIET BOON



Fragrance Candle White 7AM Large B6517108 12x12 – H13cm	Fragrance Candle Green 10AM Large B6517111 12x12 – H13cm	Fragrance Candle Blue 6PM Large B6517109 12x12 – H13cm	Fragrance Candle Brown 11PM Large B6517110 12x12 – H13cm
--	---	---	---



Fragrance Candle White 7AM Medium B6517104 10x10 – H11cm	Fragrance Candle Green 10AM Medium B6517107 10x10 – H11cm	Fragrance Candle Blue 6PM Medium B6517105 10x10 – H11cm	Fragrance Candle Brown 11PM Medium B6517106 10x10 – H11cm
---	--	--	--

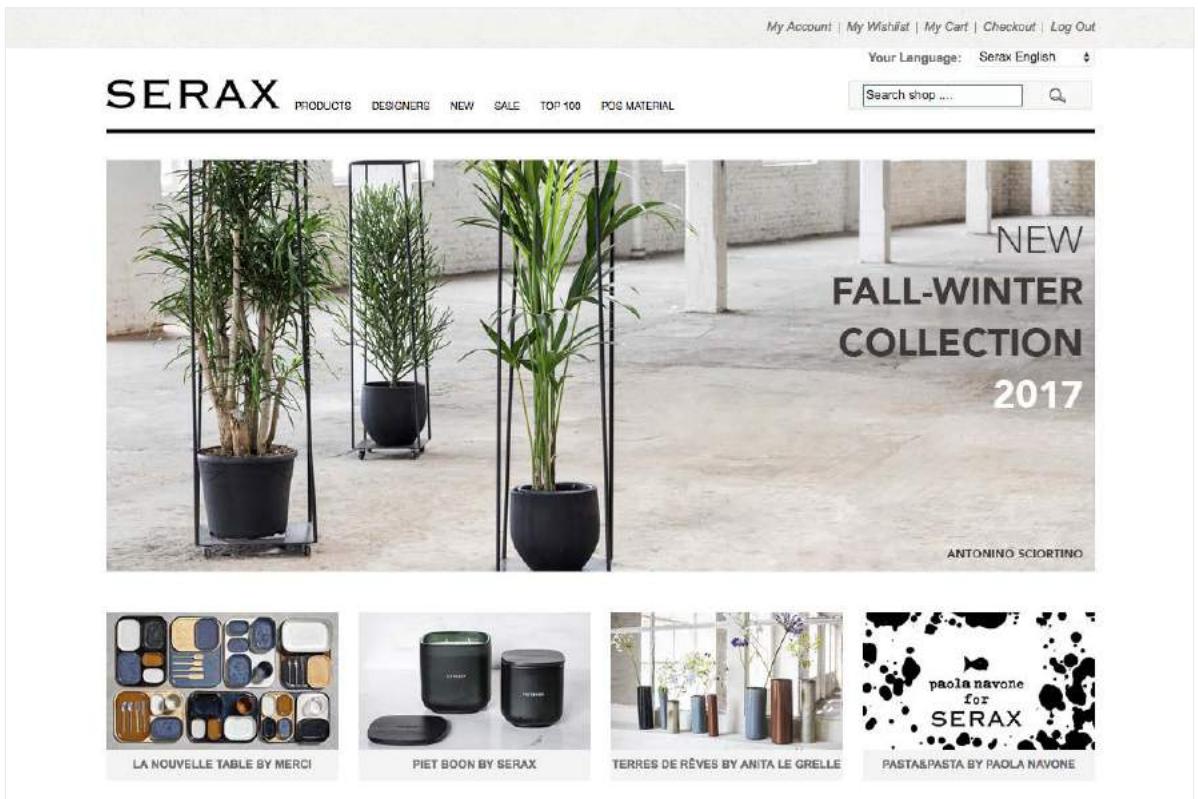


Fragrance Candle White 7AM Small B6517100 8x8 – H9cm	Fragrance Candle Green 10AM Small B6517103 8x8 – H9cm	Fragrance Candle Blue 6PM Small B6517101 8x8 – H9cm	Fragrance Candle Brown 11PM Small B6517102 8x8 – H9cm
---	--	--	--

PIET BOON



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.

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 Beispieldotos 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.

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 alberghi 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.

ÜBER 30 JAHRE

1986 beschlossen Axel und Serge Van Den Bossche, das Geschäft ihrer Mutter zu übernehmen. Einige Jahre später verstärkte Frank Lambert, ebenfalls in dieser Branche aktiv, das Antwerpener Unternehmen. Die bestehende Blumentopfkollektion entwickelte sich unter dem Namen Serax bald zu einem innovativen Sortiment für Floristen und Einrichtungsgeschäfte. Heute umfasst die Kollektion von Serax nicht weniger als 4000 Einrichtungsobjekte, von originellen Glasarbeiten über elegante Services bis hin zu stimmungsvollen Objekten und zeitgemäßen Kleinmöbeln. Diese Kollektion reflektiert den zentralen Wert von Serax: innovatives, zugängliches Design. Das Unternehmen geht mit eigenwilligen

Blick auf aktuelle Trends klar auf die Bedürfnisse von Floristen und Einrichtungsgeschäften ein. Um Innovation und Kreativität zu gewährleisten, arbeitet Serax mit führenden Designern aus dem In- und Ausland zusammen. Mit der umfassenden Servicekollektion entwickelte Serax sich in wenigen Jahren zum Trendsetter in der Hospitality-Branche. Innovative Stile und Materialien bilden ein einzigartiges, vielfältiges Sortiment. Die Kreationen nationaler und internationaler Designer ernteten weltweite Anerkennung durch renommierte Sterneköche und Hoteliers. Diese Diversifizierung trägt ihre Früchte und ist treibende Kraft hinter der weiteren internationalen Expansion des Antwerpener Designlabels.

CONTACT

RETAIL

Benelux · France

Headoffice & Showroom
Veldkant 21, 2550 Kontich
T +32 3 458 05 82
F +32 3 458 05 84
info@serax.com
www.serax.com

Australia + New Zealand

Telegram Co.
12 Thomas Street
Yarraville VIC 3013
T +61 3 9318 0822
service@telegramco.com

Denmark

Schönemann Agentur
Rugvænget 3
8700 Horsens
M +4531324332
per@schonemann.eu

Germany

SERAX
Industriepark 104
74706 Osterburken
T +49 62914166880
info.de@serax.com
www.serax.com

Greece

S-LIFE
108 Kapodistriou, Moschato
18345 Greece
T +30 210 9429502
+30 210 9408980
F +30 210 9409940
sales@s-life.gr

Italy

Serax Italia
Via Marinaccio 6,
06031 Bevagna
T +39 3392245467
info@seraxitalia.it
www.serax.com

Norway

Woods as
Oscarsgate 41a
0258 Oslo
T +47 905 59 230
woodsagentur@gmail.com

Spain

Soucheiron & Partners
C/ Bailen, 65 , Bajos 2
E-08009 Barcelona (Spain)
T +34 931 188 795
T +34 672 110 669
comercial@soucheiron.es

Sweden

CF Lifestyle Agency
Carla Franchetti
hello@carlafranchetti.com
T +46 709 93 22 62

United Kingdom

Living UK
18 Cranford Avenue
WA16 0EB Knutsford
M 07 836 752 454
david.dixon@living-uk.com

Brazil

Modalı Design
Rua Barra Funda 95/967
São Paulo
info@modalidesign.com

Japan

TALK Co. Ltd.
1-1 Misaka-cho
Tajimi-city
Gifu, Japan
507-0803
T +81 572 235166
info@living-talk.com

HOSPITALITY

Hospitality Global

Nico Sas
Veldkant 21, 2550 Kontich
T +32 3 458 05 82
F +32 3 458 05 84
nico@serax.com
www.serax.com

Hospitality France, Germany, Austria, Switzerland & Eastern Europe

Frank de Lombaert
T +32 3 458 05 82
frank.de.lombaert@serax.com

FRANCE

Julien Costantini
region Ile de France
julien.chr@serax.com
M +33 6 28118702

Christophe Delpech
region Nord
christophe@serax.com
M +33 6 70026278

Pascal Martel
region Sud
pascal.martel@serax.com
M +33 6 22234316

GERMANY

Marius Krause
marius.de@serax.com
T +49 15118432850

THE NETHERLANDS

Madieke Been
madieke@serax.com
T +31 6 21542258

Press

Aurélie Hurlet
T +32 3 458 05 82
aurelie@serax.com

Photography

Siska Vandecasteele
www.sispict.be
Marc Wouters
www.marcwouters.be

Graphic Design

undercast
www.undercast.com

WWW.SERAX.COM