



# PERSPECTIVES

THE INTERNATIONAL MAGAZINE OF TASTE AND ESTHETICS

2015

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## Editorial

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Dear Friends and Partners,

Ten years ago, RAK Porcelain embarked upon its journey. Today, I am proud to announce that we have succeeded in our challenge - our brand is now firmly established in the domain of tableware.

In your hands, you are holding the first edition of our international magazine "Perspectives". The emergence of this project coincides with our anniversary and strengthens our relationship with you.

The development of our brand has been remarkable. We are indebted to the willingness of our designers, technicians and partners who have recognised the needs of our customers and fulfilled those wishes.

At present, RAK Porcelain should be proud that it is much admired by professionals in the hotel and catering industry. Our product range covers all the segments of this domain: gastronomy, contract catering, the hotel business in general and luxury hotels in particular, as showcased in this first edition.



Of course, this is merely the beginning of a success story; our sales and marketing teams are already working on our next designs and I can guarantee that we will expand our horizons once again this year.

Many thanks for your loyalty to the RAK brand and I hope you enjoy reading our new magazine "Perspectives".

**Abdallah Massaad,**  
CEO of RAK Porcelain

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RAK AROUND THE WORLD

# THE HISTORY OF RAK CERAMICS

*The greatest adventures can emerge from an arid desert. Although Ras Al Khaimah is one of the smallest of the United Arab Emirates and does not have any oil resources of its own, this has not prevented it from developing over 20 years into a jewel of ceramic creation and manufacture.*



### *Inspired by tradition*

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Ceramic art reached its peak in the Arab world between the 9<sup>th</sup> and 13<sup>th</sup> century and is an art form that is admired throughout the globe. Historical events caused this tradition to be revived in the second half of the 20<sup>th</sup> century.

By establishing itself in Ras Al Khaimah at the beginning of the 1990s, RAK Ceramics was at the origin of a new odyssey at the heart of the Arab world.

bathroom furniture production to be developed in parallel. Throughout the world, RAK Ceramics has been associated with amazing achievements, and has thus left a mark of innovation and quality.

**1 Billion**  
*square meters of tiles supplied*  
**worldwide**

### *A vision of the future*

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Following geological research into the presence of clay beneath Ras Al Khaimah, the decision was taken, on the initiative of His Highness Sheikh Saud, to construct a ceramics factory. The adventure started in February 1990.

Over the next five years, RAK Ceramics set up two more factories. Symbolising the diversification of production, this expansion allowed ceramic tile and

### *From ceramics to porcelain*

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In 2005, RAK Porcelain entered the world of tableware and launched its first collections. Internationally renowned designers enabled RAK Porcelain to offer to the hotel and restaurant industries products combining aesthetics and resistance. Now recognised as a market leader, RAK Porcelain dresses and personalises the most important tables.





## Responsible development

Over the years, RAK Ceramics has become known as a «socially responsible company», a desire that can be seen on a daily basis and that forms part of the company's culture. RAK Ceramics is involved in the cultural, social and educational field wherever it operates. One area of the company's focus is the environment, to which it assigns great attention and effort as much in terms of its environmental production standards as its involvement in environmental protection on a daily basis.

In 2014, with over 7,000 employees, RAK Ceramics produced and distributed 117 million m<sup>2</sup> of ceramic tiles, 4.6 million sanitary items and 24 million porcelain items with a distribution network in 160 countries; the adventure that started in the desert has become a global success.

## Key individuals in the history of RAK

### A dynasty and a family

The existence of RAK Ceramics is due to the initiative of His Highness Sheikh Saud Bin Saqr Al Qasimi. His son, Crown Prince Mohamed Bin Saud Al Qasimi, is Chairman of the Board of Directors.

In 2014 Investment group Samena Capital has joined the groupe of shareholders.

**Abdallah Massaad, Chief Executive Officer,** manages the group and implement the visions for future developments.



FINE DINE collection



The success of RAK Ceramics was the subject of a study conducted by the McDonough School of Business at the University of Georgetown because the company's development has exceeded the norm in this field of activity. With almost 30% annual growth, it would be normal to raise questions about such a solid performance in a highly competitive environment and ask whether there is place for another player in the same sector.

RAK Ceramics' growth is purely 'organic', which is quite unusual in this type of industry. The fact that

RAK Ceramics is not located in a country traditionally known for this type of activity such as Italy, Spain or, more recently, China, makes its success all the more surprising.

The study revealed that several factors were responsible for the company's outstanding achievement: an ambitious management, implementing the right strategies at the right time, the determination to be a pioneer in the field of design and innovation, making the right choices in terms of diversification as well as a successful marketing strategy.

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*FINE DINE collection*

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RAK around the world - Perspectives



NORDIC collection



Portrait of a designer

# MIKAELA DÖRFEL

*"Each design should possess its own personality"*



1

This is how she defines her approach and brings her creations to life. Fascinated by the Scandinavian shapes that accompanied her childhood in Finland, Mikaela Dörfel incorporates them into her style of work. Her vision of the role is directly inspired by the nature in which she lives, surrounded by horses, amid the prairies and ponds north of Hamburg. It is there, in her design studio, that she works for brands distributed across Europe, Asia, and the United States.

*«Of course, a collection born from an idea, but then each detail counts to create it. The simplicity of the concept and its evidence are its strength. The concept must inspire, awaken senses, work independently, and do justice to the materials used naturally»*

A concept responds to a need, a use, and is born from the combination of the sensitivity to shapes, combined with the logical thinking that is essential to the creation of a product that focusses both on design and function. The creation of models remains a very important stage in the development of a collection because it allows every detail to be perfected, however small.

Mikaela Dörfel cultivates a tactile approach. For her, feeling the porcelain dishes in her hands is a natural way of checking that the shapes are suitable for daily use.

*«Errors are sometimes easier to detect with touch.»*

Mikaela Dörfel does justice to the quality of the material with a modern and elegant style, searching for harmony and balance, mixing tension lines and curves. She combines her intuition for shapes with an in-depth knowledge of the materials and the context in which they are used. Her love for shapes, her creativity, and her insistence have allowed her to create collection pieces that transcend fashion and thus are firmly rooted in time. Her work has been rewarded with numerous design prizes.

In her work, Mikaela Dörfel continues to combine innovation and practicality with timeless elegance.



2

1. NABUR collection

2. ANNA collection





Portrait of a designer

# GEMMA BERNAL

*"A designer is a person who seizes **different aspects of life**, whether they be functional, economic, social, marketing, production... according to their own sensibilities"*

Gemma Bernal has dedicated her professional life to design, giving the products a different look. In matters of design, ideals and proposals come from a vision that is strongly abundant with meetings and exchanges with others, as well as multi-disciplinary sensitivities. She divides her professional life between creating and teaching design, which has led her to define, explain, and communicate her own vision. Gemma's work has been considerably influenced by the Mediterranean atmosphere, notably by Barcelona, in terms of the sun, light, and ambiance where people happily eat their meals together on the terraces of the restaurants.



1

Gemma Bernal has worked with renowned chefs who share her vision of the Mediterranean. In recent years, she has found inspiration in young chefs and culinary trendsetters seeking different approaches in terms of culinary activities. Gemma Bernal has designed collections called MAREA and GIRO developed for RAK Porcelain. MAREA includes different



2

pieces for tapas style dishes, main dishes, and accompanying dishes to enhance the presentation of food. These pieces have been designed for a specific use, to facilitate service and product handling. GIRO is based on geometric spaces, where identical shapes in different sizes have been judiciously included.

The result is the appearance of inclined surfaces, and inclines in different sizes that illustrate the quality and originality of the design. Gemma Bernal feels in her element when she works in close collaboration with other designers to conceive new ideas and new conceptual approaches linked with cuisine.

1. & 2. GIRO collection

Gemma Bernal

*"It is rare for a collection to be **the fruit of an idea** born by itself"*



1

*We all receive information from the outside world, what we see, study... We see and feel all that in a way that is, in the end, individual to each of us. And that is the beginning of the time to draw and interpret all of these external influences.*

*After years of contact with the Mediterranean, cycling along the seashore, swimming every day, birds, a world that has become a part of myself.*



2

1. & 2. MAREA collection  
3. GIRO collection

## MAREA

Each piece is part of a small collection inspired by different worlds, where certain images have a direct relationship with nature. This is the idea developed with Astro, a small collection that conveys the sensations of the waves on the shore. You can see separate and irregular lines, like the foam that forms in the sand and the waves.

I have always liked this vision and thought that it was a fantastic context to develop the design of a plate.

As you can see, it doesn't work on the first attempt. We started with a symmetrical vision that we then modified to include this incision to facilitate easier service. Effectively, giving this inclination made it easier to pick up.



3



## CIRCUS

This is a dish with very clear geometry. A clear and well defined border and centre. Originally, the edge is a wing, a part that is not used for eating. The centre contains the food. From another perspective, the large border can be used for an accompaniment.

CIRCUS offers an inverse use, the dish is the external part. For this reason, the size of the dish is more important than usual and the centre is smaller. The latter can welcome a source or an accompaniment. For example, for sushi, you place it on the edge with the soy sauce in the centre. This works with recipes that require a separate sauce.

## GIRO

Normally when we talk about plates (round or oval) we can say that there is the edge and the central part where we place the food. But shapes can change. The angle can be more or less pronounced, but when you want to create something truly different, it becomes more complicated.

You can say and see that by moving the centre of the plate towards the outside of the perimeter, and moving part of the edge towards the centre, we create concentric circles with unequal dimensions.

It is this geometric principal that formalises GIRO, a principal that is both circular and oval. The result is very interesting in terms of its shape and in terms of practicality.

RAK has magnificently taken care of the finesse and aesthetics of the edges and you can appreciate the subtlety of this collection.

During the creative process we have modified the depth of the plates to place more emphasis on the shape.

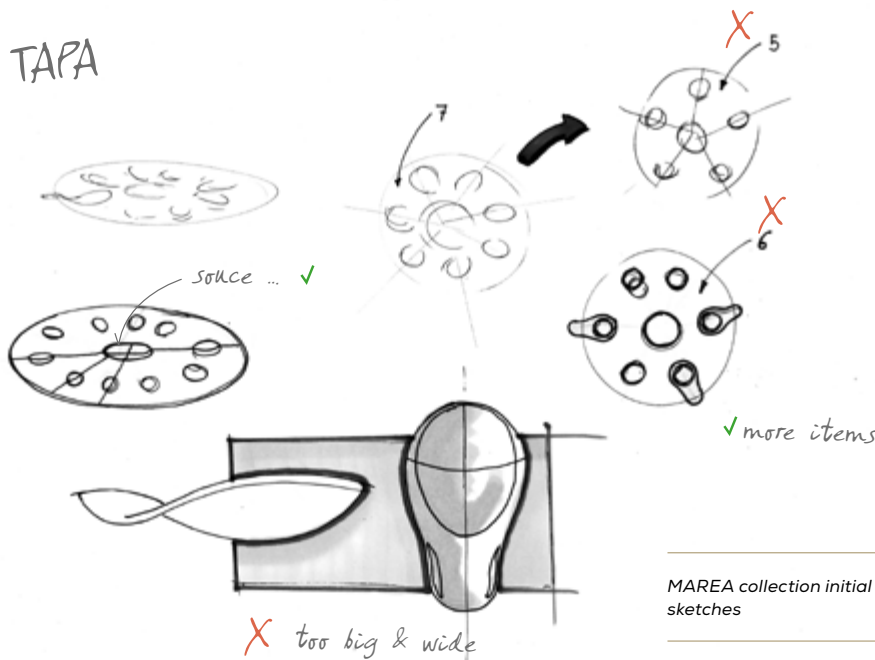
## TOPTAPA

It's like a daisy, the petals being the spoons. A dish designed for sharing in the centre of the table. The shape is suggestive and also very practical if you want to use it without spoons. The size and the weight are not excessive and these dishes can be used in "catering" mode. In the centre of the dish, you can place some sauce or something that complements the food in the spoons. This idea was clear from the first moment. The few modifications were essentially made to the size and shape of the spoons.

## SWITCH

The idea for the basis of SWITCH is to accompany a food item with some sauce, a juice, a soup, without mixing it in the same dish. The shapes indicate where it is possible to place this accompaniment. This dish can also be used alone.

TOP TAPA



MAREA collection initial sketches

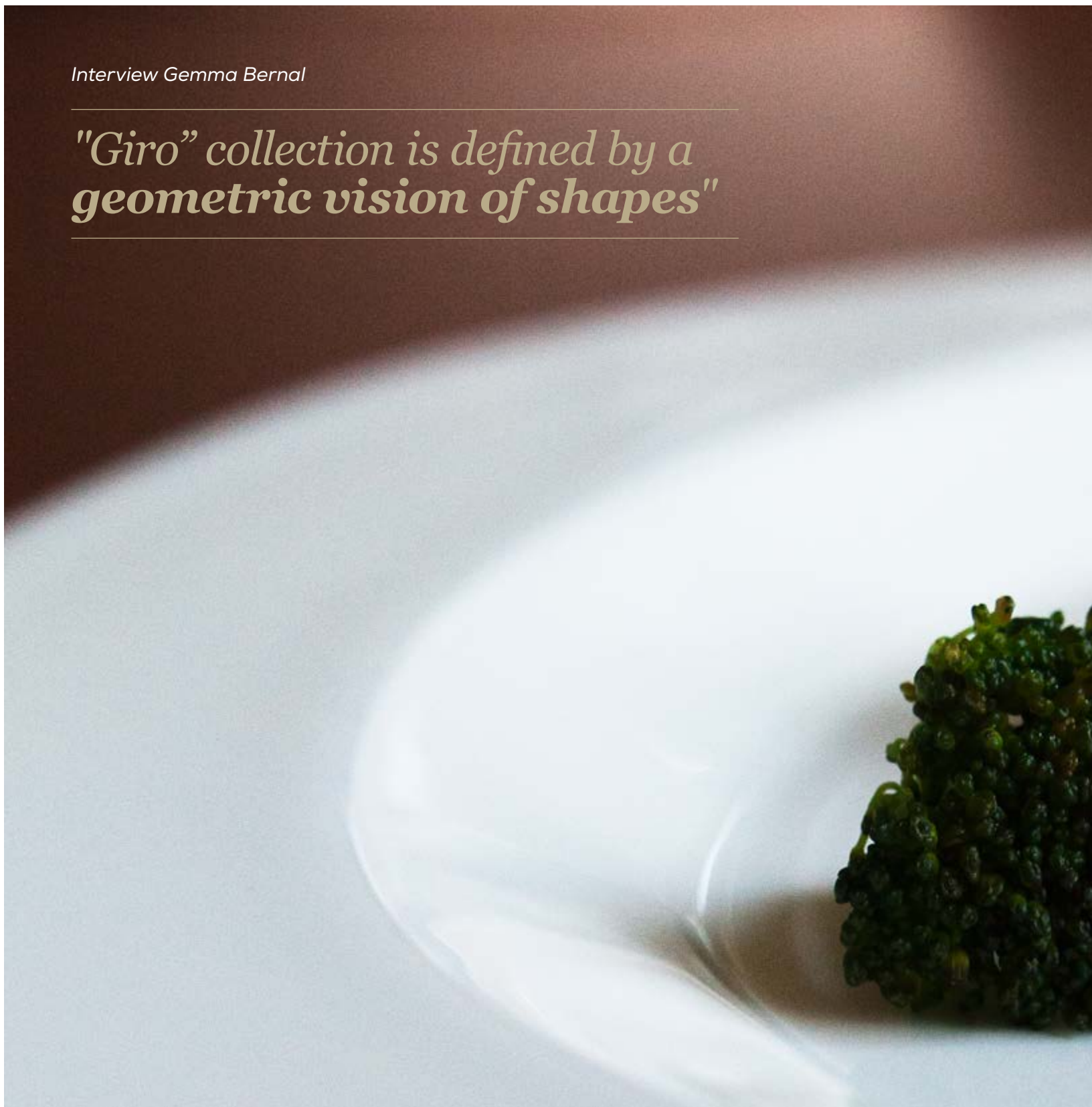


Interview Gemma Bernal

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*"Giro" collection is defined by a  
geometric vision of shapes*

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**When RAK asked you to create the new collections, what was the briefing?**

**Gemma Bernal:** First of all, RAK knows my style and my work style because I worked for a long time for another large porcelain brand. Therefore, the briefing was simple; RAK wanted a Mediterranean style.

For the «Marea» collection, it was based on extremely specific features. The «Giro» collection is defined by a geometric vision of shapes.



**What is your creative process?**

**G.B.:** For example, with «Marea» I started thinking about the specific functions, the size, the use, etc. Then I worked on specific forms that aligned beauty and practicality.

**Where do you find your inspiration?**

**G.B.:** In nature, the Mediterranean Sea. The sea is the starting point for the entire development of the «Marea» collection.

For «Giro» the coastlines and the surface of the waves lead to the birth of these inclined surfaces.

**Are you influenced by trends created by other designers?**

**G.B.:** Undoubtedly a little. I think that we are all influenced by what is happening around us, as we are by art and design trends in general.

**When you start a new design, what is the first stage?**

**G.B.:** Through discussion with chefs, I see how the product is used, which helps. The practical aspect is one of the most important aspects of how I approach the product, its shapes, and ... lots of drawings.

What is also very interesting is to observe the culinary trends of renowned chefs and to imagine the different dishes on which they could serve the same food.

**What was your relationship with the RAK team like during this creative process?**

**G.B.:** It was very, very good with the management. Despite the distance from the factory, the information was perfectly conveyed, and we were thus able to send them very good prototypes for which manufacture posed no problems.

**From the start of the project to its end, what were your feelings?**

**G.B.:** This was my first experience with RAK. It was very good, and the products produced were excellent. They are very talented professionals.





HOTELS AROUND THE WORLD

# THE WALDORF ASTORIA RAS AL KHAIMAH

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*Oriental splendour and European elegance*

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*Luxury hotel international brand, the new Waldorf Astoria Ras Al-Khaimah in the United Arab Emirates has no reason to envy the patriarchal reference to which it belongs; the Hilton. With charm, sophistication, and fine food, the hotel demonstrates all of its expertise in delighting the eyes and taste buds of its guests, and providing them with supreme comfort.*



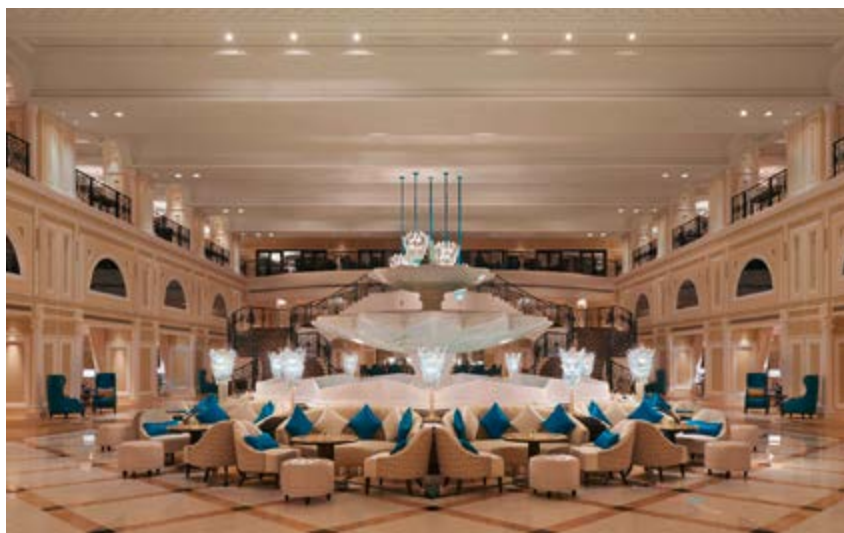


*Designed to pay homage to the most majestic and astounding palaces on the Arabian Peninsula, the Waldorf Astoria Ras Al-Khaimah exudes elegance, attracting an increasing number of tourists every year, from five continents. Its refined design, especially created by the HBA gallery in London, exudes both wealth and serenity.*

*Having experienced exponential success since its creation in 2013, the establishment has recently won awards for its merits and its excellence. In 2014 it won two trophies in succession awarded by the World Travel Awards and the Five Star Alliance in the «Best Hotel» category. In 2015, the hotel won the TripAdvisor Traveler's Choice award to congratulate it for being one of the «Best hotels with exceptional service». Thanks to its food, elegant spa, 350m private beach, and extraordinary services, the establishment has been able to adapt to travelers' preferences.*



Hotels entrance



The lounge

### *Amid land, sea, and golf*

Nestled in the extreme North-East of the United Arab Emirates, less than one hour from Dubai International Airport, the hotel is ideally surrounded by the crystal clear blue waters of the Oman Sea, by the purple Al Hajar Mountains, and the vast deserts that accompany its opulence. The green plains of the hotel's championship 18 hole golf course extend as far as the eye can see, over more than 7 kilometres. Designed by the architect Peter Harradine, this emblematic location has already been used for 72 international championships.

#### 2014

Best New Hotel - Five Star Alliance

#### 2014

Ras Al Khaimah's Leading Resort -  
World Travel Awards 2014

#### 2014

Best Hotel in Sharjah and the Northern  
Emirates - Business Travel Awards 2014

#### 2015

Top Hotels with Exceptional Service -  
United Arab Emirates -  
TripAdvisor Travelers' Choice

### *Spa escape*

A haven of peace and relaxation, the Waldorf Spa is a complex comprising 12 treatment rooms, designed by the HBA gallery. The location subtly combines rounded shapes with curves and soft, veiled lighting, contrasting between light and shade, to inspire relaxation and well-being.

### *Exceptional lounges*

The Waldorf Astoria Ras Al-Khaimah has no less than twelve F&B outlets and lounges available for its guests to use, each one more luxurious or original than the last. The careful ambiance and design of each location enhance these spaces, which are dedicated to taste, decadence, relaxation and pleasure. Clearly inspired by an altruistic and friendly spirit, the «Camélia» invites ladies to spend some time in the afternoon enjoying the innumerable flavours of a variety of teas. Gentlemen, not to be outdone, may enjoy the «Cigar Bar» which is dedicated to them and offers an expert selection of the best cigars in the world, as well as the finest cognacs and whiskies.



*Interview*

# RUDOLF W. SEGERS

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*Five restaurants,  
Five culinary experiences*

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*Furnished with five restaurants, each with stunning and nuanced specialities, including two signature establishments, the Waldorf Astoria Ras Al-Khaimah is pleased to enliven and enrich the palates of its guests. A wide selection of steaks and 350 varieties of wine in the Lexington Grill, an eclectic fusion of tradition and modernity in the food at the Thousand and One Nights at the Marjan, the international buffet at the Qasr al Bahar, delicate Japanese dishes at the UMI, and Mediterranean cuisine at the Azure located by the swimming pool.*

*Rudolf W Segers, Chief Executive of Catering at the Waldorf Astoria Ras Al-Khaimah, talks more about the culinary preferences at this prestigious hotel.*



**We know that you are the supervising chef in charge of the different restaurants at the Waldorf Astoria Ras Al-Khaimah. However, we don't know how your career started...**

I grew up in a hotel in Germany that my parents owned and managed. The kitchen was my playground. It was only fitting that I should become a chef!

**So it was inevitable that you would become a chef?**

A cook is someone who learns how to cook. A chef is an accomplished individual that can execute every operation on a daily basis. Hierarchy is an important aspect of the culinary world. It is important to achieve it in order to gain respect. Sweat and tears are unavoidable to become an executive chef. It is vital not to count the hours and to fully integrate with the role. It requires passion, intuition, determination and relentless work to, in full confidence, become the leader and inspiration of an enthusiastic team.

**Why did you choose the United Arab Emirates? What was it at the Waldorf Astoria Ras Al-Khaimah that seduced you?**

A good chef must have travelled and experienced different cultures and cuisines in order to build their vision of the future. Being in the Middle East is part of that journey. Waldorf Astoria is one of the biggest brands in the world, and the hotel in Ras Al-Khaimah is a spectacular and grandiose hotel, with a strong team, equipped for the challenges, and with a clear vision: to be the best. Ras Al-Khaimah is an increasingly tourism focussed destination. It is therefore very exciting to find myself here with all of the new developments being created around the hotel to ensure an environment that is a source of inspiration for travellers from all over the world.

**What are, in your opinion, the greatest strengths of the Waldorf Astoria Ras Al-Khaimah?**

Its diversity, flexibility, and its innovative and profoundly avant-garde character. Le Waldorf Astoria Ras Al-Khaimah offers incredible diversity in its kitchens, with an award-winning steak house, signature Japanese and Middle Eastern restaurants, a traditional afternoon tea service, Mediterranean restaurants by the swimming pool and the beach, as well as an international buffet restaurant that serves a melting-pot of flavours. However in the end, the driving force is the happy and committed team that creates these magical spaces.



### What qualities are required to become an executive chef in a large hotel?

It is important to have a vision and objectives that can be easily conveyed to the members of the team. Delegation is the key to allow different chefs to acquire their own responsibilities. It is also important to have confidence in your team and to be able to create a united front. It is vital to encourage enthusiasm and find good alchemy within the team.

### What are the secrets of your cooking? What are you seeking to convey through it?

There is no secret, we create memorable moments to create unforgettable memories. Even in the equipment programme, we adapt the commodities to create a sensational experience. To do things simply, creating something significant and special so as to demonstrate that we recognise the individuality of each client, highlighting our ability to listen.



Al Marjan Restaurant

### What are your inspirations?

I'm inspired by avant-garde creativity and reflection; it's a joy to create experiences that will generate enduring memories. The journey that is food service passes through the authenticity of the product, the food, but also through people. Constant improvement is the key, change is beneficial.

### Is it easy to create new culinary experiences, to achieve constant reinvention?

To be creative and have the ability to reinvent gastronomic styles is fundamental. It is a constant journey towards change and innovation. You must advance, progress, otherwise you remain immobile. Positive feedback from clients is worth much more than a monthly salary. The satisfaction obtained from these glowing remarks encourages and galvanizes you for new creations.



Camelia Tea Lounge

### What are the benefits that RAK porcelain brings to the Waldorf Astoria Ras Al-Khaimah?

RAK porcelain has designed part of our fine china that has been specifically "designed" and manufactured for the hotel. It is perfectly suited to the excellence for which we are searching.

### What are your prospects in the near future?

To continue to experience the same success that we have experienced for almost 2 years.





CULINARY TRENDS

# A MEETING OF CONTINENTS ON YOUR PLATE

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*"The world is a global village"*

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*stated Marshall McLuhan, the Canadian intellectual, in the 1960s! Plurality and cultural mixing have always been present in art as in music, where the genres have been fused. Wasn't jazz born in America, from a meeting between Africa and Europe? Culinary art has not escaped this phenomenon, which has over the years become an ever-expanding welcome trend: fusion cuisine.*





*You can be a fervent defender of local produce, and a fan of protected designations of origin while appreciating a gastronomical journey where the aromas and flavours of different continents are mutually enriching. What exactly is fusion cuisine all about?*

*A mixture of different cuisines, each one bringing its own originality, its best aspects, its own expertise and its aromas.*

*All of this is made possible thanks to the local products from each country that are now much more readily available and accessible.*

*Imagine oysters with wasabi and cauliflower, a Spanish-style cod loin crumble, a Breton-style cheesecake, a waffle with tacos, spring-rolls with goat cheese and honey, a veal with coconut stew... Audacity, always audacity.*







NANO and CLASSIC  
GOURMET collections

### *The origins*

This mixture was developed alongside the evolution of transportation and communication, as well as with different waves of immigration. This concept is therefore not new. There was a time when ginger, cumin and even pepper were synonymous with the East and were brought in on the spice route. Coffee, tea, and chocolate only arrived in Europe at the end of the 16th towards the start of the 17th century. Oranges, which came from China, were offered at Christmas as an exotic fruit for centuries. Myth says that Marco Polo brought pasta from China in his baggage while, in all probability, the Etruscans were the first to have concocted this food in 800 BC.

Hamburgers are German, potatoes, are South American, rice is Asian, saffron is Moroccan, yoghurt is Greco-Turkish... This list goes on but the important thing is to note how so many different food products have been attributed then assimilated into different types of cuisine around the world.

### *Aromas from the colonies*

In the British Empire, the English innovated by creating certain dishes including spices from the “colonies”, such as the famous “chicken tikka massala” with a yoghurt-based sauce with ginger, turmeric, garlic, chilli and garam massala. Creole cuisine is another example of a culinary mixture where French influences are mixed with Indian and African ones. Several civilizations and cultures, having crossed Spain, have left their mark on the cuisine and its components, such as the Moors, who brought saffron and nutmeg. From their travels to the Americas, the Conquistadors brought foods such as tomatoes, avocado, potatoes, and even chilli.

We note the same phenomenon on the Asian continent. European influences - Holland and Portugal - can be found in Indonesian cuisine, as well as Asian - India and China. In Parallel, the Dutch created “nasibal”, in the era of the East-India Company, an Indonesian style recipe containing pork, rice, vegetables, and spices. Nowadays, you may be offered a “spekkoek” for dessert in a Dutch restaurant. A richly spiced layer cake, devised from a European recipe embellished with Indonesian products.





### *Genesis of fusion cuisine*

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Fashion is an eternal cycle; a trend called fusion, or world cuisine, even hybrid cuisine, has soared in modern times since the 1970s.

This gastronomic trend appeared in Australia and in the United States, two countries containing numerous different communities. Wolfgang Puck, an Austro-American chef, followed by others, decided to step away from the worn path, and to risk mixing dishes and products of different origins, to avoid culinary orthodoxy. New York would quickly follow, considering the cultural mingling that favours the hybridisation of different cuisines.

### *Boiling Franco-Japanese fusion*

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There is no doubt that the Franco-Japanese culinary passion remains an important stage of their respective evolution. Japan has long considered French gastronomy to be the reference point for global gastronomy. Many aspiring Japanese chefs have come to France since the 1960s to learn about, or even copy France's famous cuisine. At the start of the 1970s, great chefs like Paul Bocuse and Pierre

Troisgros admitted their fascination with Japanese cuisine. Following numerous trips to the Land of the Rising Sun, they no longer hesitated to integrate it into their own creations or to serve tasting menus to promote it.

In Japan, there are now innumerable big names from the world of French cuisine that are opening establishments. Tokyo is gradually becoming the global capital of gastronomy, and Japan has more Michelin star restaurants than France. Tired of traditional cuisine, Joël Robuchon collectively opened "l'Atelier" in Paris and in Tokyo in 2003. The concept is largely inspired by his travels in Japan (sushi bar) and in Spain (tapas bar). An open kitchen for clients delighted to see chefs in action, before being able to taste inventive cuisine in a friendly atmosphere. It was an immediate success and other openings would follow across the world.

Today, we can see new rising stars in the world of Franco-Japanese fusion, like Takayuki Honjo (Es Restaurant, Paris 7th district) or Raphaël-Fumio Kudaka, Michelin starred chef of the "Table de Breizh Café" in Cancale.



### *The “American touch” on the plate*

New York and California are the two poles of attraction for American fusion cuisine. The simple hamburger has become a real source of creation, a workshop of “fusion cooking” in itself, from the gourmet burger to foie gras, then based on venison, and the most recent trend, the “Ramen burger”! Created in 2013 by Keizo Shimamoto, it is a hamburger where the bread has been replaced by two cakes made of cooked Japanese noodles, called “Ramen”. This Japanese influenced burger is more crunchy; the meat is prepared with a sauce made of shallots and soy, the other ingredients remaining a secret...

With Wolfgang Puck, Richard Wing is considered a veteran of American fusion cuisine. In 1960, he created the “Imperial Dynasty” restaurant in California, where he crossed Chinese and French culinary traditions. This new adventure would last 50 years until his death in 2010. Little by little, California became the location of choice for chefs seeking fusion cuisine. This is how “Californian” cuisine is also touched by the talents of Alice Waters, who founded the restaurant “Chez Panisse” (Berkeley) in 1971, which today remains a reference point for this trend.

California, with its abundant fruits and vegetables (often organic), is honoured throughout the year in this way. Its products are cooked according to various combined culinary traditions: European (France, Italy), South American (Mexico), Asian (Japan, Korea, China). All of these ethnic influences can be found on our plates: marinated fish taco, stuffed quail with pancetta, rack of lamb marinated in honey and mint vinaigrette, Californian style ham marinated in white wine, avocado salad with citrus fruits and peanuts with a spicy Asian sauce, Californian makis with mango, crab and avocado, etc. Without forgetting the ever present famous BBQ and other fish grills.

The Napa Valley is an unavoidable location for this gastronomy where great wines are cultivated as well as great chefs! Thomas Keller, French Laundry restaurant, or Christopher Kostow, Meadowood Hotel, both have three Michelin stars.

### *Fusion without disillusion?*

As with any cultural form, culinary art may be susceptible to certain excesses, and fusion cuisine has witnessed some extremists who were unable to identify the line between fusion and confusion. Wolfgang Puck stated on this matter: “Cooking is like painting or writing a song. In the same way as there are multiple notes or colours, there are as many flavours. You are distinguished by how you combine them.”



1. NANO collection  
2. FINE DINE collection



CULINARY TRENDS

# WHEN DISHES BLOSSOM

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*Rose, Jasmine, Nasturtium, Lily...*

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*It's no longer rare to find edible flowers on your plate. Whether they are used as condiments or spices or in sweet or savoury dishes, they resonate like a return to basics, blending attractive colours with perfumed flavours.*







A veritable culinary concept, floral gastronomy adorns the dishes with delicate, shimmering colours and light, springlike shades. Far from being used just to enhance the dish, their use goes far beyond a simple ornament. Edible flowers season and establish dishes, in the same way that they can become an integral part of them. It has therefore become common to find them in condiments, spices, salads, dishes, desserts, pastries, or even drinks.

### *Cooking with flowers is back in fashion*

Floral gastronomy has existed since time immemorial. Its origins are, unsurprisingly, drawn from prehistory when the hunter-gatherers roamed the plains that were still free of any industrial footprint. Naturally, their initial findings were flowers, berries, roots, fruits, and vegetables. However, their consumption decreased throughout the centuries and is now only concentrated in confectionery and drinks. For example, in the Middle Ages, some writers told of the widespread use of flowers spread over the ground to release their scent at banquets. In the 17<sup>th</sup> and 18<sup>th</sup> centuries, there are treaties that mention a salad of flowers, used only to decorate the dishes. But at that time, it was not genuine flower cuisine.

It would be centuries before, only a few years ago, they experienced a boom in restaurants. According to Pierette Nardo, speaker and presenter at floral gastronomy workshops, it responds to a movement of the return to nature and planting initiated by consumers, who are increasingly interested in organic produce and who care about their health. For Patrick Rambourg, culinary historian, it is more about fashion and a marketing effect, or the influence of Asian culture. Whatever the real basis of their success, cooking with flowers today has found its rightful place with the great chefs. It may be a few years before they become popular with consumers and are no longer perceived as an eccentricity or a decorative fantasy.



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## *Flowers for all tastes*

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If you could, in a rudimentary way, consider edible herbs to be eternal replacements for vegetables in dishes, this is not the case. Their diversity allows them to be cooked in a variety of ways to create completely different dishes. As such, there are eight large families of edible flowers. Among the best known, there are spicy flowers (cloves, saffron stamens...) and aromatic flowers (rosemary, thyme, lavender, wild carrot...) that consumers are already familiar with and are accustomed to using to lend their dishes more aroma. As for condiment flowers, they have a very pronounced flavour and therefore allow us to increase the strength of a dish (nasturtium, begonia, black dahlia...). Distinctively, salad flowers are lighter, more delicate, sweet. They are enjoyed raw and crisp (peony, pansy, wild rose flowers...). Vegetable flowers, on the other hand, are already well integrated into consumers' daily diet. Artichokes, broccoli, and zucchini flowers are commonplace, but

our taste buds still need to get used to sunflowers, tulips, and chrysanthemums. Dessert flowers are sweeter with more honeyed tones, they are so ideal for sweet dishes at the end of a meal, confectionery, or drinks (violet, rose, lilac...). Finally, potted flowers (lilies, tulips...) and decorative flowers (blue or pink forget-me-nots, white or pink cosmos...) are better for enhancing a table and a dish, rather than for consumption itself, despite being edible.

There are many processes applied when cooking flowers. For dishes, they can be served raw, oven baked, in foil or steamed, or even boiled. For drinks and for capturing an aroma, the techniques used mainly focus on puree, fermentation, infusion, or maceration.





## Blossoming of recipes

They are some examples of recipes allow us to discover the extreme diversity of using edible flowers. In the «salad duet of rose and nasturtium» the two flowers elegantly marry with watercress, figs, prunes, chervil, and chives. All artfully accompanied by foie gras. In «roast duck with wild pansies», the «mallard» is magnified by herbs, crushed potatoes, and Madeira soup. In «mango mousse married with lilies», the immaculate white vegetable rubs shoulders with the soft, exquisite, exotic fruit and is combined with lime and mint. Finally, the «truffles with chocolate and jasmine» are a clever compromise to blend together sourness, fondant, and gentle aromas.

A plethora of great chefs are now turning to floral gastronomy. This is the case of Jacques Chibois who, in his hotel restaurant «La Bastide Saint-Antoine» in Grasse, has some sunshine inspired dishes that combine cooking with flowers together with the influences of the Côte d'Azur. Certain establishments have made the decision to specialise in the floral niche. Since 2002, Chef Stéphanie Andrieux has regaled the taste buds of her clients with the «Flavours from the Garden» in Terrasson. In the same vein, Chef Henri Gagneux and Botanist Daniel Zenner had created the menu at the ephemeral restaurant «Savour and flowers» open for 10 days in 2013 as part of the 13th edition of the Folie'Flore show from Mulhouse. For his part, Chef Yves Terillon created his success by offering cooking classes themed around flowers. Abroad, restaurateurs are also starting to join the trend, in a more significant way than in Asia, where the use of flowers in cooking has existed in numerous establishments for decades. By way of example, Chefs Jonathan Haloua and David Heine have put flowers on the menu at their restaurants «La Fleur» in Mayville in North Dakota in the United States and «La Fleur de Thym» in Houffalize in Belgium.



## Can flowers be “nutraceuticals”?

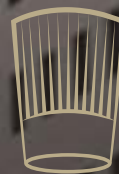
If floral gastronomy constitutes an original and individual way of dedicating oneself to the art of cooking, it can also demonstrate an intelligent pragmatism where it is approached with knowledge and mastery. Edible flowers are rich sources of nutrition, also providing bioflavonoids (antioxidants), minerals, dietary elements (carotinoid pigments, anthocyanic pigments...), vitamins (A,B,C,E) or even fatty acids. Some are commonly known as «nutraceuticals» and have medicinal properties that are especially recommended for certain ailments. Borage and nasturtiums, for example, are similar to natural antibiotics, cornflowers are an antiseptic that ease digestion and soothe rheumatism, hibiscus is a diuretic, jasmine will soothe a headache, and wild pansies can treat dermatological problems (eczema, acne, seborrhoea...).

Others do not have a biological effect, but a psychologically calming effect. As such, Bach flowers can be emotionally soothing and relaxing, while lavender regulates the nervous system (irritation, anxiety, stress...).

A detail not to be neglected by consumers who are partial to floral gastronomy: flower allergies. To date, more than 30% of the French population has demonstrated an intolerance to pollen grains contained in plants. Warn your taste buds!







PORTRAIT OF A CHEF

# JEAN-MICHEL CARRETTE

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*a chef with passions revealed*

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*He is one of the rising stars of French cuisine. It is a story of destiny that has guided Jean-Michel Carrette in his choices and has lead him to brilliantly take the reins at the family restaurant "Aux Terrasses".*

*Located in Tournus, in southern Burgundy, the establishment is now renowned, directed by a man who is quite simply, passionate.*



*Behind the yellow facade with blue shutters, the welcome is direct and warm. «Aux Terrasses» is divided into three areas. The restaurant, where a creative kitchen reigns under the leadership of Jean-Michel, an astonishing wine cellar containing 6,000 bottles, but also rooms where the harmony and spirit have been designed by Amandine, the chef's wife.*

### *On the road...*

As the visitor pushes open the doors to the building, he immediately enters the world of the Carrette family. At the head of the establishment handed down to him by his father, the head chef has carved out an atypical path since the beginning. «When my parents opened the restaurant in Tournus, I was just a year old, I've always lived there», he explains. So what would you say could be more natural than to take on the family business... Except that this destiny was not what Carrette had imagined as a young boy. «I was an average pupil at school and leaving general high school, I did not see myself there».

Between his father's trade and the hotel school in Poligny, near Tournus, he quickly chose his professional path. «Initially, I went to work in the dining room; I don't know why, when I had to make a choice I wrote 'cooking'». The die was cast, so it was in this domain that he started his career, without, however, having any great ambitions. He admits: «I didn't see myself going far. It's funny, cooking now takes up 90% of my time...».

### *Talent in its raw state*

In the end it was an unlucky twist of fate that would lead him to take over the business after the sudden death of his father. Jean-Michel Carrette immediately left his post as assistant chef in Roanne to support his mother and take over in the kitchen. A challenge.

The establishment has one Michelin star. However, it was the family that was the young man's priority. This change of course was successful and allowed his talent to soar. As proof, the star is still there, as a recompense for the work implemented on a daily basis.

But the chef keeps his feet on the ground. He finds some of his decisions funny. «I haven't cooked tuna in years. I saw an advertisement one day that said we shouldn't eat it any more to protect it. So I stopped... I really was the right audience!» He laughs.

### *Passionate about rock*

Cooking, which became a passion of circumstance, also rubs shoulders with other hobbies. The first is rock 'n roll. As a music lover, Jean-Michel Carrette enjoys it during his time off. As for his other passions, they lean towards winter sports, even if he actually lacks the time for them. While he still does wake boarding, he light-heartedly admits having discovered that he's no longer 15 years old when he recently took part in some other sports. Translation: he fell hard.

But if he had the time, what would he want to do with it? He answers quickly «Straight to Japan, but not for their food!»

Meanwhile, he takes us on a journey through his kitchen.





# *“First and foremost I’m here to make my customers happy”*

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Young Michelin starred chef at the restaurant «Aux Terrasses» in Tournus, Jean-Michel Carrette has accepted a return to his path and his vision of the profession. It is also an opportunity to talk about the restaurant and his cooking with local and inspired colours..

**What do you remember from your professional experience that preceded your arrival in the kitchen at the «Terrasses»?**

I got my first hit at the Tour Rose. This period really left its mark. At that time the chef was 20 years ahead of the rest. He worked with data sheets. I also tasted things that changed there, different combinations like a poached skate wing with oyster sauce. And he had such careful presentation, with transparent dishes. This didn’t come into fashion until after 2003! Then I worked with Michel Lherm. That gave me a love for his creative cooking. And before taking over my father’s restaurant, I was an assistant chef in Roanne at the Maison Troisgros. That kitchen was really organised in an intelligent way. Nothing was left to chance. I subconsciously reproduce the things I learned there.

**You’ve taken over the family restaurant since the death of your father. Did that happen naturally?**

In fact, I’d never worked as a chef. It was too big and I thought it would be difficult to work with my father in his kitchen. I was thinking more of a small restaurant. He wanted to help me. When he died, it seemed obvious to come and support my mother. I never questioned it; I left Troisgros and came back here.



**At the head of a restaurant with one Michelin star. Does that place added pressure on you?**

When my father received the star in 1999, he panicked. He called the Michelin guide to find out whether he should put some appetizers on the menu, because there weren’t any! I was sure that I was going to lose it, but it’s still there. I’m there, above all, to please my clients and work in a good atmosphere with my team. So I don’t place any unnecessary pressure on myself.

**How would you describe your kitchen?**

Lively, not demonstrative. I develop lots of dishes in the kitchen, during operation. But it’s still all regimented. There has to be order in the kitchen!

**What’s the most typical dish in your restaurant?**

Without hesitation, the pâté en croute. It represents the values of friendliness, sharing. I took part in the world championship for pâté en croute in 2010, for fun. I finished second; I was surprised.

**You mix local produce with originality, particularly including flowers. Where did the desire for this way of working come from?**

For flowers, it was more of an opportunity (laughs). My market gardener decides what to plant. He also introduces us to other things, including aromatic flowers. We would never have used them otherwise. We have them now, so they must be used for something, like rocket flowers or even bergamot.

The other products I use are also local, for example poultry from Bresse, fish. I love preparing fish, I find it relaxing!





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FINE DINE collection

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**In 2012, you renovated the restaurant. What ambiance did you want to give it?**

We particularly wanted to demonstrate a separation, moving on to something else and advancing, with beautiful decorations, beautiful dishes.

**And your cooking, has that changed? Are there certain dishes that you like to cook?**

In 10 years it has completely changed, including in people's approach to it. We explain the products more. I adore making bleak rolled in flour. Presented in a cone, it's a real sharing experience. I also worked with the county on a recipe for pullet in yellow wine, with a Granny Smith brunoise. Today it's so well liked that I can't take it off the menu...

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CLASSIC GOURMET  
collection

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**What do you think of French cuisine today?**

I would say it's experiencing a return to its roots, with 50% organic cooking.

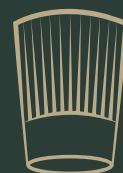
**And abroad?**

There may be more traditions in Northern Europe, but otherwise there are good things throughout the world... and bad too. You just have to know the best places to go.

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Portrait of a chef - Perspectives



## PORTRAIT OF A CHEF

# MARC MEURIN

*Cuisine, two steps from the museum...*

*Since May 2013, Marc Meurin has had his kitchens installed in a location that is incongruous to say the least: inside the Louvre-Lens museum, an inspiring location that in no way diminishes the idea that this chef, the recipient of two Michelin stars, is practising gastronomy.*

*Marc Meurin has now been at the helm of the Louvre-Lens museum restaurant for two years, since its creation. It is a unique location, in his town of birth, which never ceases to stimulate his enthusiasm, not the least due to its unconventional nature. Just a few metres away from some of the most famous pieces, the restaurant is both minimalist and contemporary. White and aluminium combine, creating an ambience which cannot fail to strike you as soon as you enter Marc Meurin's L'Atelier restaurant.*

*Here, instead of old masters or decorative objects, there is a broad view over the park. It is a place that was handed over by the architect as a 'turnkey' premises, or nearly so. «When I arrived, I redesigned the kitchens. I had the impression that they were over-keen to have a brewery, rather than the sort of restaurant that I run, the chef explained, by way of an introduction.*

*As to the rest, above all he needed his team to conceive of a room that made harmonious use of empty spaces. The situation still makes him smile today... «The architect made the restaurant completely round. It's difficult, you know, to set things up in a round space; there are no corners!». Nevertheless, the challenge was to create a pleasant space, without compromising its originality. «I opted for chairs and tables in a combination of blue, off-white, and stainless steel, without any tablecloths». He himself recognises that, although some adore it, others are less into the concept.*





### *Operative word: 'exceptional'*

But Marc Meurin also wanted this space to be an extension of the Louvre's exceptional identity. The choice of the restaurant's products and equipment is evidence of this, with brands featuring prominently, as much for the champagne as for the tableware. And regarding the latter, there could be no question of leaving the choice to a third party. "We needed very simple but yet solid pieces", he explains. "We chefs, for twenty or so years, have wanted our dishes to be presented to our clients completely finished. And for the last 12 to 15 years, we have been using white tableware that shows off what we send out".

For the restaurant, he naturally opted for an original collection in subtle shades of off-white. "RAK offered us a very wide range of tough tableware and guaranteed restocking". One major assertion that Marc Meurin is still touchy about is that he allegedly loves hosting every commercial for those rare moments that let him touch the products, "especially for dish washing!" he adds.

### *A menu that honours regional products*

In terms of cuisine, L'Atelier is striving to revive the region's traditional dishes. You will not find melon, eggplant, or zucchini here, but rather products from the Nord-Pas-de-Calais. You will, for example be able to taste a succulent beignet de Maroilles served with chicory salad, or ice cream with bêtises de Cambrai.

Seafood also features prominently, a reminder that Lens is in a coastal region. Turbot, plaice, Saint-Jacques scallops are thus omnipresent, at a time when fish is gaining popularity.

"Today, we broadly have the wherewithal for a menu that remains truly typical", Marc Meurin explains. A kitchen that also suits the style of the Michelin-starred chef, as conveyed through two of his regulars on site. The Marc Meurin brand is therefore well-established and the chef sees that it is rightly promoted through presentation.

It has also won the support of the clientele, mostly Belgians, English, and Dutch. "We are also beginning to gain national clientele, especially from the south of France", explains the Michelin-starred chef, who



© Laurent Rose



© Laurent Rose



© Laurent Rose

has had to adapt to another feature of the place – that of the variation in attendance, often related to the museum's temporary exhibitions. It is an interesting challenge, particular to a site upon which he has perfectly left his mark.





HOTELS AROUND  
THE WORLD

# GASTRONOMIE & DESIGN

*a symbiosis of taste and harmony*

*Chefs' culinary creations can resemble a canvas of many hues, in which the nuances provided by juxtaposed seasonings serve as background colour. A sort of preliminary sketch paving the way for the arrival of a masterpiece on your palate. But culinary art surpasses itself beyond the plate. The place itself in which one tastes the most refined dishes must meet aesthetic criteria through a subtle blend of décor and design representative of its own unique approach.*



Source: [www.lestrassbuch.fr](http://www.lestrassbuch.fr)







Source: [www.siebering.com](http://www.siebering.com)

*It was only in the eighteenth century that restaurants as we know them today first appeared in France. If, over the decades, their primary role was nourishment and refreshment, it must be stated that today there are a variety of reasons why clients visit their favourite restaurants. The need for new discoveries, to socialise, to belong to a group, entertainment, pleasure and so on; there is a plethora of reasons.*

### *Awakening senses*

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When one frequents a gastronomic restaurant, it is mainly for the taste experience and to pamper the taste buds. And for an optimum taste experience, the five senses must be stimulated to the greatest extent possible. Taste, of course, to appreciate the flavours,

themselves complemented by the aromas defined by the senses of smell and touch (sensation on your soft palate, crispy, crunchy, juicy, etc.).

Hearing plays a non-negligible role in the tasting process; the fewer aggressive noises we hear, the more distinctly we appreciate the flavours.

The fifth sense, sight, is fundamental. It gives us the desire to consume a dish by giving an impression of the taste before we have even enjoyed the first mouthful.

This is why chefs take such particular care over the presentation of the dishes that they serve; the quantity and arrangement of foods, the colours and shapes of plates, nothing is left to chance and the overall vision is generally enhanced with decoration in a well thought-out design.





### *An interior dimension as added value*

The personality of an establishment is firstly defined by its layout. An appropriate atmosphere for a concept and its menu and which invites publicity. Architects and decorators, but also designers are often called upon to make this alchemy possible; to intensify the moment of the client's taste experience.

The staff contribute to reputation and word-of-mouth recommendations along the way, whether or not they draw crowds! The quality of a menu is not enough; the décor of the establishment in which it is served must live up to its claims.

New trends in décor appear when other older ones resurface, adapted to the tastes of the day. From themes to ever more creative designs: contemporary, baroque, avant-garde, minimalist, modern, futurist, etc. Beyond the theme, the client, increasingly demanding, must be welcomed, surprised, amazed, and transported by an atmosphere that invites them on a journey during their lunch or dinner.

### *These designers, creators of identity*

To be or become a restaurant designer is not something to be taken lightly, especially if you want to give your profession an international dimension. Over and above pure creation, it is often necessary to meet a certain number of precise criteria born of a concept that must be adhered to scrupulously. In other words, a part of a marketing mix whose financing requires a return on investment.

Philippe Starck, worthy representative of the famous «French Touch», has successfully made his mark in the hotel and restaurant sector. In 2014, enjoying growing success, he founded an interior architecture studio with famous decorator Bruno Borriane. The birth of S++B (Starck+Borriane) was just the logical next step in a series of achievements in which they had already collaborated, such as the Sanderson hotel in London, or the Katsuya restaurants on several continents. More recently, Starck showed real prowess in reworking the interior of an old engraving workshop, a listed



Source: [www.juluis.com](http://www.juluis.com)



Source: [www.beautyandthedirt.com](http://www.beautyandthedirt.com)

1. Antonio Citterio

2. Bulgari Hotel London

historic monument, to transform it into a marvellous and exceptional Italian bistro: the «Caffé Stern» in Paris.

And if Gilles and Boissier (Exagone in New York, Maison Boulud in Beijing) or indeed Jacques Garcia (Le Café Ruc in Paris, NoMA in New-York) weigh in naturally as fabulous representatives of French design, other designers across five continents have successfully applied their talents in the restaurant sector. Designers of excellence through an exercise in sheer style and worthy of international recognition, the Italian Antonio Citterio is the interior architect for the Bulgari restaurants (the Tokyo and Osaka as well as Milan restaurants), Kelly Wearstler (USA) designed the interior of New York's «BG restaurant», and let's not forget Zaha Hadid (Iraqi-British), who left his mark on the «Magazine Restaurant» in London's famous Serpentine Sackler Gallery.



Source: [www.siebering.com](http://www.siebering.com)

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### *And the winner is...*

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The new design trends have no doubt won consumers over, but what of the profession and the recognition of one's peers? Each year, the Restaurant & Bar Design Awards are awarded to the most ambitious designers of restaurants and bars in over 70 countries. Since 2008, the jury, made up of professionals such as renowned chefs, designers, architects, company heads, hotel directors, and journalists, has been selecting winners of what one might call the 'Design Oscars'!

Although the future winners will be revealed in London next September, the 2014 winners set the bar relatively high. The Les Haras brewery in Strasbourg took the Design Award in the Best Restaurant, Europe and World category, from among 860 establishments. Patrick Join and Sanjiit Manku – interior architects – successfully brought out the best of this historic location. The main feature is the staircase alluding to an oak tree, right in the centre of the establishment.

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*Restaurant "Le Haras"*

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Its swirling form takes root in an entirely open kitchen, leading the gourmet to dine under a massive and majestic structure. Wooden tables and contemporary leather chairs invite you to dine in a sober environment combining noble forms and materials. Also all-original, the private lounge takes the form of a hand-stitched leather yurt for the most intimate dining experience.

The Award for the World's Best Bar category was awarded to the FEI Bar Club in the W. Guangzhou hotel in Canton, China. This eighteen-metre glass cube on the hotel facade is the work of Ryu Kosaka from the Japanese studio Aoyama Nomura Design. Glowing fibre optic curtains boost the sparkle and glow of the spaces, making for a unique atmosphere. A cosier VIP lounge offers diffuse chandelier lighting, while the traditional mix of leather, wood, and marble gives this location a chic, sophisticated look for a club already qualified as an ultra-lounge.

In the restaurant world, other prizes are awarded to the happy victims of this enthusiasm for aesthetics in culinary establishments, such as the ArchiDesignClub Awards, the Inside Festival of Interiors, and the International Space Design Award. Not to mention the numerous award nominations on Internet sites and magazines specialising in unique restaurants around the world and the most eccentric or grandiose hotels.

### *A pooling of the arts*

Since the Middle Ages, numerous people have made valiant attempts, to raise cuisine to an art form in its own right. Each a reflection of the other, art and cuisine have inspired each other mutually throughout the centuries. Today, chefs are artists, even stars, just as much as actors, painters, or other romantics. They participate in television broadcasts, publish best-sellers, grant interviews, and are on the front pages of large-distribution magazines. Gastronomy is an integral part of the cultural heritage of numerous countries.

Design offers the culinary arts a new dimension by setting the stage for the “artist-chef” to play the lead role in optimal conditions.

© Benoit Linero



© Helene Hilaire

1. Patrick Jouin & Sanjiit Manku
2. Restaurant "Le Haras"









RAK AROUND THE WORLD

# RAK CERAMICS

*founded in 1991*

*RAK CERAMICS was born of the desire to become  
a world market leader in ceramics.  
True to its founders' ambition, it duly became one of the most  
important multinationals in the world.*



***RAK CERAMICS specialises in the production of ceramic and stoneware tiles, sanitary products and bathroom accessories.***

### *Uncompromising excellence*

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At the heart of the RAK CERAMICS philosophy, the group's desire for excellence is expressed through ranges of products perfectly suited to interior décor and architectural design.

For its directors, the quest for excellence is constant, driven by innovation, technology, expertise, and human skills.

All of these aspects have enabled RAK CERAMICS to achieve a very high level of competitiveness thanks to an exceptional quality/price ratio.

### *Technology in product service*

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RAK CERAMICS has some of the most modern factories, such as those in Ras Al Khaimah, where the stoneware tiles are produced.

Thus, the technology serves the material in terms of its appearance, its finish, and the impression that it gives. A trend leader, RAK CERAMICS can offer stoneware products with an appearance to rival marble or other natural stone. Alongside its traditional production of ceramic tiles, RAK CERAMICS is therefore able to meet all stylistic, technological and aesthetic requirements.



The technological level of the production tools at RAK CERAMICS enables the production of a very wide range of stoneware tiles from 10x10 cm to the largest format in the sector at 185x125x2cm.

A range of state-of-the-art techniques offers a wide variety of finishes for glazed and polished stoneware.

Cutting techniques are an integral aspect of the finishing quality and exclusive nature of the products; if it is possible to work with larger sizes, it is also possible to make special cuts and personalised motifs in specific formats.







# RAK CERAMICS IN EUROPE



***RAK CERAMICS has chosen to establish one of its most important branches in Italy, in order to provide efficient quality monitoring and effective distribution of its products on the Italian market and on the European market in general.***

***It is therefore at Sassuolo, at the heart of the largest industrial area in the world dedicated to the production of ceramics, that RAK CERAMICS Distribution Europe srl may be found. It is a commercial structure able to offer efficient, quality service on the continental market, thanks to a vast network of agents, distributors and retailers. With its 7 500 m<sup>2</sup> of warehousing and a 1 000 m<sup>2</sup> exhibition hall, RAK CERAMICS Distribution Europe is also the logistical arm of the Group and guarantees its clientele worldwide distribution and assistance.***

## ***Sanitary and bathroom ware***

The majority of RAK CERAMICS sanitary products and bathroom accessories are produced in the Ras Al Khaimah factory, which produces 70% of the 12 000 pieces produced and marketed worldwide every day by the Group. The plant has five kilns, one of which is used to produce accessories and computerised spraying systems to give each element an impeccable and unique finish.

RAK CERAMICS produces a vast range of bathroom elements including a number of models of washbasin (integrated basin, column-mounted, designer), toilets (WC), bidets, bathtubs, shower trays, as well as technical and decorative accessories, decorated sets and public or community toilet solutions.

## ***Quality and certification***

At RAK CERAMICS, the quality management systems used comply with the regulatory devices established by the world's leading institutions. The quest for technological and service excellence is supported by the most respected international certification, attesting to the fact that RAK CERAMICS adheres to the strictest standards at all stages of production.

In fact, RAK CERAMICS was one of the first companies in the United Arab Emirates to certify its products compliant with standard UNI EN ISO 9001, the most complete and global quality standard for any industry. This certification was successfully supplemented by ISO 9001:2008 and ISO 14001:2008 certification for the design, development, production, and supply of ceramics and stoneware, coatings, stoneware slabs, and vitro-porcelain sanitary products, as well as acrylic bathtubs, shower trays and toilet seats with lids.

RAK CERAMICS tiles comply with the American standards expressed by specific national standards ANSI A 137,1-1988, the latest international standards ISO 13006:1998 (E) and a number of other quality standards guaranteed by certification bodies recognised worldwide.

RAK CERAMICS group products are recognised worldwide and used by a number of renowned designers, architects, and public institutions; additional evidence of the particular care taken by the RAK Group when designing and manufacturing its products.



RAK AROUND THE WORLD

# ART AND MATERIALS!

*Although our collections are renowned for their aesthetic qualities, the work of our designers does not stop at creating motifs combining classicism and modernity. Work on shapes is fundamental in order to offer the restaurant world tableware elements perfectly adapted to the style of culinary creation. It is in this spirit that our designers also work on the material, making the most of its capabilities in close collaboration with our manufacturing managers.*



### *Choosing materials*

Our specialists choose the raw material with care, according to the very high quality criteria associated with our brand. Our sources are as varied as our quality is superior. The material that we use has high aluminium content, is fully vitrified, and comes from renowned mines in the United Kingdom, Turkey, New Zealand, and Germany.





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*The material is processed*

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These raw materials, carefully mixed according to proportions entirely according to RAK porcelain expertise, are ground and processed in order to produce a porcelain with exceptional qualities, which is kneaded using state-of-the-art technological processes.

Hollow articles of various shapes and sizes, such as teapots and milk jugs, require specific complex processes to pour the liquid material and render the products sufficiently rigid to resist firing and glazing.

Flat products with complex shapes are formed by casting under pressure. This technology makes it possible to work with a liquid raw material, which is injected at high pressure.

Plates and bowls are produced using a sizing technique based on flexible raw materials. The shape is provided by a mould able to support a high production rate while maintaining regularity and quality standards.

Flat articles, mainly plates, are mass produced using isostatic presses. The raw material used is in the form of very fine granules, guaranteeing smooth, perfectly shaped articles after compression.

This firing stage is common to all preparations. The articles are placed on shelves to dry, before being fired at a temperature of 1 000 C°. This first firing produces the “biscuit”.



### *Vitrification, a strategic procedure*

After biscuit firing, the pieces are ready for automatic application of the glaze. This is a particularly important stage, since quality and the vitrification method are among the key essential factors in the production of RAK articles. These stages guarantee impeccable finishes. Obtaining smooth uniform surfaces makes these pieces perfectly suited for restaurant use.

### *The second firing*

Depending on the various types of pieces, a glaze prepared to exacting criteria is either applied or sprayed. The second firing is at a temperature of 1 250 C° and ensures complete and uniform vitrification, which protects the pieces from the wear of repeated washes.

Next comes the decoration. This is applied to the pieces, which are fired once more to incorporate the motifs into the glaze, thereby optimising their strength for daily use. We guarantee our glazes are free of lead and cadmium out of respect for the environment. Moreover, our products' resistance to thermal shock and microwaves means that they can be used daily in complete safety.

### *Quality control and packaging*

The Quality Control Department rigorously verifies that procedures are followed at each manufacturing stage. Furthermore, RAK porcelain products comply with strict standards and international regulations such as FDA, BVQI (UKAS) in the United Kingdom, and WCAS in the United States.

The porcelain that we design offers two essential qualities for the hotel and restaurant industries: remarkable robustness and very high abrasion resistance; two major advantages for uses in these sectors of activity!







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# RAK, meeting the need for personalisation

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Through its creations, RAK provides hotel and restaurant services with dinnerware collections developed together with professionals in this sector. Whether in terms of aesthetics or in terms of sustainability.

The china sets the tone of a table and adds value to the dishes served. Respect for guests, respect for the dishes.

In order to provide maximum satisfaction, RAK offers its clients the possibility of choosing tableware to reflect their personality, a stylistic element that forms part of an environment tailored to the diner's identity.

## *How do you express your personality?*

By using your logo through to the creative expression of your ideas, RAK will guide you throughout the interior design process.

Whatever the choice of decor, the same manufacturing criteria apply to all of our collections in terms of quality, finish and guarantees.

All decoration is "high-fired", i.e. glazed over and therefore unchangeable. It may include lines, a logo in one to six colours including gold or platinum, in various shades, and flat or relief designs, for all our ranges and for all tableware (cups, plates, salad bowls, etc.)



## *The various stages*

Once the agreement is reached regarding the decoration, based on the image file, two identical fired samples are manufactured (one for our client and one for our factory). If the sample meets their expectations, the client signs off on it and returns it to us. This sample becomes the production model (Bon à Tirer or BAT). It normally takes seven to nine weeks from signing the BAT for the complete order to be delivered. A one-time flat fee of 500 Euros will be charged in respect to the creation and sampling costs. The minimum quantity is 500 units and 120 units for restocking and replacement.

For information on our general conditions of sale, guarantee, or any additional information, please contact us.

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Hotel Victory Therme  
Erding Munich

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HOTELS AROUND THE WORLD

# THE MAJESTIC BARRIÈRE HOTEL

*festival of culinary refinement,*

*Cannes*







# Majestic Barrière

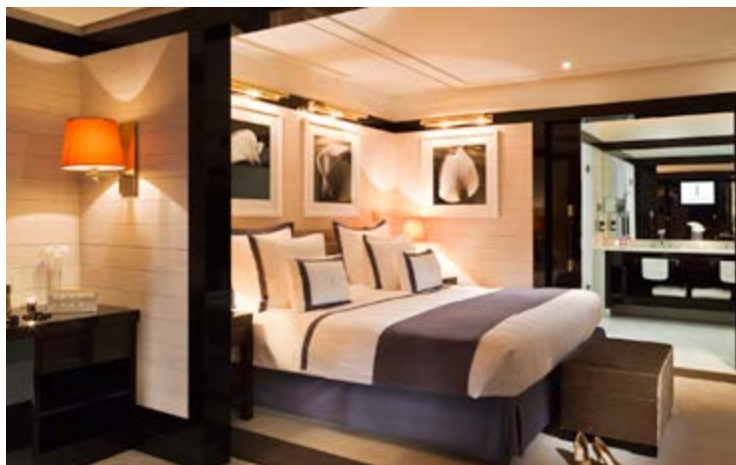
Majestic Barrière





*Astutely positioned 150m from the Palais des Festivals and the throngs of tourists and stars of the big screen, the Majestic Barrière Hotel basks in the limelight. Eager to bring similar exposure to its gastronomy, the establishment has three restaurants with a summer feel.*

An immaculate white with delicate hints of red, the Majestic Hotel stands on the Cannes Croisette, boldly facing the expanse of blue whose pier it overlooks. Strategically situated close to countless markets that enchant cinema professionals, festival-goers, and tourists every May, its striking appearance attracts the curious to take a look inside. At the threshold, the soaring green and brown coconut trees lining it give way to a reception hall with elegant chandeliers and 18 gilded colonnades. Worthily representing the Lucien Barrière brand that it embodies, the Majestic consolidates its luxury services by providing its guests with access to a casino, 2.000m<sup>2</sup> of upscale boutiques, the 450m<sup>2</sup> My Blend by Clarins spa, a heated outdoor swimming pool with a terrace, and a 400m private beach with a range of water sports.





### *Refined brewery and delicate Mediterranean cuisine*

The Majestic Barrière, with its two bars and three restaurants, treats its guests to fine, sun-drenched gourmet cuisine. At the renowned Fouquet's, gourmets can rediscover the pleasures of taste in a brewery combining tradition and modernism. In La Petite Maison de Nicole, the acclaimed (younger) sister restaurant of La Petite Maison, Nice, which has successfully seduced even the most reverential palates, the gastronomy strives to be innovative, with southern French influences. The décor, by Jaqueline Morabito, plays on textures and colours by combining translucent curtains, wrought iron and audacious rainbow pop art paintings. The hotel's latest restaurant, located on the beach, offers more basic cuisine, but one which has proven to be no less tasty.





Interview

# LUC RODRIGUEZ

*Director of General Restaurant Services  
at the **Majestic Barrière Hotel***



Luc Rodriguez, Director of General Restaurant Services at the Majestic Barrière Hotel, talked to RAK Perspectives about the gastronomic experience that the prestigious establishment offers its guests.

**You are the Director of General Restaurant Services at the highly acclaimed Majestic Barrière in Cannes, an enviable position: how did your professional journey begin at the hotel?**

I joined the Majestic team in April 1982, which means that I've worked at the hotel for nearly 33 years. I started out in ecology-law and slowly progressed to assume the functions of ecology-law manager. Then, after 15 years, I was promoted to my current position. It's a job that encompasses two responsibilities in the hotel: purchasing and back-office or dining management known as stewarding.

**So have you seen the Majestic grow, change, and develop over the years?**

I have indeed seen some incredible changes. The beach, the spa, the art-deco wing, and the seventh floor weren't there, the Villa des Lys gastronomic restaurant with its two Michelin stars finally closed down, the Fouquet wasn't there... In the end, I was able to be present for the hotel's most important transformations.

**So, having lived through the Majestic's previous and latest transformations, what place does gastronomy have at the hotel today?**

Gastronomy is a particularly present and influential factor. It also represents 40% of our sales revenue. We offer our guests a choice of four types of restaurant cuisine or a combination of them. First of all, we offer timeless room service, unique in every upscale hotel establishment. Then we offer two gourmet restaurants, Fouquet's and Petite Maison de Nicole. Finally, we have just opened a restaurant on the beach. We have therefore developed four levels of restaurant cuisine to satisfy all tastes among our clientele.

**What are the culinary specialties of these restaurants?**

Room service is based on European restaurant cuisine: simple but efficient dishes that are easy to produce: pasta, salads, club sandwiches, grilled fish, breaded meats, etc. Restaurant service calls for much more involvement, refinement, and sophistication, and the presentation is different. Fouquet's offers luxury brasserie cuisine with such unmissable dishes as Colbert whiting or heart of beef filet with black pepper flambé with Champs-Élysées cognac sauce. The establishment is led by the great chef Pierre Gagnaire, nominated World's Greatest Chef by his peers in January 2015, in a consultancy role.





Petite Maison de Nicole offers mostly Mediterranean even Niçois fare, with stuffed specialties, squid, and grilled lobster prepared by Chef Maryan Gandon, whose most emblematic dishes are inspired from Nicole Rubi's famous Petite Maison in Nice, a meeting point for politicians and heads of state. Finally, for the beach restaurant, also held by Maryan Gandon, we're thinking about a walk on the seashore. Therefore, we have again strongly strived for a Mediterranean feel, with grilled fish, pasta, breaded cutlets... It needs to stay simple. Our clients don't go down to the beach to eat heavy dishes loaded with sauce. It's a place that we recently re-designed in March 2014 to create more of a coastal feel. Everything has been considered to complement the panorama: glassware, tableware, table dressing...

**There can be no doubt that this notion of presentation is paramount. What position does it occupy in the gastronomy that you offer your clients?**

At the beach restaurant, we have strived for unique, specific models, but in a multi-format breakdown in the interests of flexibility and modularity. In other words, a dish may be experienced on a single plate or broken down over several, and the tableware will complement it harmoniously. In this regard, the tableware offered by RAK entirely fulfilled our expectations.

**Does the restaurant's clientele mainly consist of hotel guests, or are non-residents equally represented?**

In practice, the hotel provides the majority of our clientele, but not all of it. We also receive many faithful customers who are neither non-resident clients nor tourists. The Majestic is ideally located close to the Palais des Congrès, where large events often take place, such as the Cannes Festival. We therefore occupy a strategic position that cannot escape the attention of festival-goers at some level. To put numbers on it, in the low season, 40% of our clients are from the hotel, 20 % are non-resident and 40 % are faithful customers. During the festival, or in summer, the non-resident clientele rises to 30% with faithful customers representing only 30%.

**Are you preparing any special menus or organising any particular gastronomic events during the festival?**

We will be modifying the menus in order to be able to send as many buffet platters and dishes as possible in order to take the weight off our teams. Going from 100 clients to 400 completely changes the rules. We therefore give ourselves the means to take on as much as possible, while preserving a flavourful and exceptional cuisine.



Restaurant "La Plage",  
renovated in 2014.







CULINARY TRENDS

# COFFEE

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*an art that does not invent itself*

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*More than just a drink, coffee is an art, a symphony in imperious tones coordinated by multiple musicians and conductors. Operators, producers, roasters, baristas, chefs and porcelain makers work hard to ensure that coffee is no longer a classic consumer product but a masterpiece.*





*Now the second largest commodity worldwide after oil, the coffee market is booming. An international export commodity for popular consumption, coffee is now offered and appreciated in nearly all of the world's lobbies, cafés, bars, and restaurants. Although massively popularised since its initial appearance, presumed to have originated in prehistory, the upscale market remains no less the reserve of its finest connoisseurs. A product of prestige and refinement, coffee and the skills involved in its production transcend its qualities as a drink with energising and antioxidant properties. Only the most discerning consumers are*

*aware of the full import of these aspects: careful selection of varieties, mastery of the roasting process, expertise in detecting, recognising, and evaluating flavours, experiencing the most unfathomable aromas in popular and renowned locations, the creativity and inspiration of great chefs who subtly wed coffee to luxury gastronomy, master porcelain makers manufacturing valuable and well-respected tableware, etc. Far more than an enjoyable beverage, coffee symbolises an art in which skills and talents are combined and expressed in unison.*

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## *Genesis of the grands crus*

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Just as with the grands crus of wineries, of which France is justly proud, each coffee has its own aromatic character determined upstream by its geographical origins, its variety and species, and downstream by its roasting, preparation and blending. Nature and producers therefore each have to play a master hand in order to endow each coffee with its exceptional characteristics.

Coffee beans come from the beans of the coffee plant, a bush that originated in virgin forests around the equator and in Ethiopia in particular. In order to grow, coffee plants need a certain exposure to the sun, but without aggressive heat, so that they do not dry out. They are also highly dependent on humidity and shade. The ideal temperature for them is thus around 15 to 25°C. Among the multitude of resolutely distinct botanical coffee species, two are abundant: arabica and robusta.

Arabica is considered the noblest and most incomparable due to its powerful, aromatic, sweet bouquet without bitterness and its low level of caffeine (between 0.8% and 1.3%). Demanding and delicate, the frail arabica plant can only be cultivated in soils rich in acids and minerals, on the flanks of mountains and on high plateaux at an altitude of between 800 and 2 000 m. There are around 200



types of arabica, divided into subspecies such as Maragogype or Moka, which are in turn divided into a number of varieties such as Djimmah or Sidamo. Arabica today represents 75% of the world market. Its most influential producers are Brazil, Colombia, Ethiopia, Guatemala and Mexico. Among the most prestigious and renowned species of arabica coffee, Bourbon, from Brazil, the Middle-East, India and Indonesia, and Typica from Latin America need no

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*Coffee beans from  
Columbia*

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introduction. These are closely followed by Hawaii Kona, Tico and Blue Mountain from Jamaica, the New World, Caturra, or even San Ramon.

Robusta, for its part, takes its name from a coffee plant that is more solid and robust than the arabica. With the exception of frost, it is resistant to a myriad of harsh climatic conditions and threats and is cultivated on low plains, between 100 m and 800 m. This strength and robustness comes through in the pronounced taste of the full-bodied and sometimes earthy coffees derived from it. It also has between 2% and 3% more caffeine than Arabica. Representing 25% of the world market and found in the composition of all coffees from Italian beans, the largest robusta producers include Ivory Coast, India, Indonesia, Uganda and Vietnam. The most well-known varieties are Congensis, Kape Alamid, Kopi Luwak, Kouillou, Java-Ineac and Nana.

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BARISTA collection

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## *The art of roasting*

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If the manner in which a producer takes care of their plantation is a determining factor in the flavour of the coffee produced there; the way in which it is roasted is even more fundamental. This process, which consists of grilling the beans to release the flavours (800, compared to 250 in the natural state) and temper their acidity, is all the more crucial as it can prevent even the most delectable crus from offering up all their richness. Put in negative terms, an inattentive, negligent or hasty roasting process results in an imperfect coffee with a spoiled taste.

The art of roasting can be broken down into an infinite number of aspects. Each artisan acts freely according to the final product and the desired

taste. The duration of the process therefore varies. As the beans are roasted, they lose their natural green colour, gradually turning blonde, then brown and finally black. Thus, the quicker and lighter the roast, the lighter, more delicate the coffee will be, and so aromatic that the different botanical notes of the grands crus will be perceptible. Conversely, the longer and more sustained the roast, the more the coffee will be caramelised, bitter and strong. To help people understand their discipline, master roasters like to compare blonde and black roasts with a raw or cooked food or a green or black tea.





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## *Taste a coffee in an exceptional place*

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For some years now, specialised coffee-tasting establishments have enjoyed great success. They have become the indisputable meeting point for amateurs on a quest for incomparable flavours, who want to break with the standardised tastes of filter coffee and capsule machines. These enthusiasts can hone their tastes and learn to recognise the diverse coffees available to them. Sight, which concentrates on the exterior, liquid appearance of the product: its colour, texture and froth. Smell, which will leave a practised nose enjoying the caress of soft, acid, or fruit fragrances. Touch, discovering a coffee that is smooth on the tongue and palate, offering an astute mixture of softness, creaminess, and smoothness. Finally, to seal this unique and astonishing taste experience, the flavour of the product: full, rounded, generous, intense, and full-bodied.

These famous tasting locations specialising in quality coffee comprise a variety of institutions. Sometimes classic, sometimes inventive, sometimes exclusive, sometimes experimental, they include the cafés Santi, Coutume, l'Institutti and Lomi, the Caféothèque, Téléscope Café or even the Fondation Café.

Their exceptional coffee workshops possess that divine talent of knowing how to blend coffee to perfection and serve it in exquisite porcelain services designed for the purpose, that offer a stylish homage to the product. The art of living that coffee inspires, the conviviality and pleasure of sharing that it brings, thus involves all the senses. Whether sophisticated, original, colourful, fanciful, or plain, each cup and saucer may be paired with its own ideal coffee in perfect unity: a veritable visual and taste sensation for enthusiasts.

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BARISTA collection

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*Coffee in prestige  
gastronomy*

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1. PIXEL collection

2. Tiramisu

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Marquise, ice cream, fondant, pie, mousse, logs, macaroons, shortcake, meringue, sauces, etc.; coffee is omnipresent in confectionery. The prestigious gourmet creations of Master Pastry Chef Pierre Hermé are clear examples of this. With the aid of Hyppolite Courty, founder of the renowned establishment L'Arbre à café, a charming collection of tarts was created, Infiniment Café, incorporating the finest grands crus of Iapar Rouge from Brazil and Bourbon Pointu from Reunion Island. Not to forget the savoury gourmet coffee break Semifreddo al Caffè by famous Italian pastry chef Iginio Massari.

It is more surprising to find coffee used as an ingredient in cooking, as an infused aroma or spice, in

both sweet and savoury dishes. More eclectic recipes, such as steak with coffee-marinated egg custard by Chef Jacques Lameloise at the restaurant with the same name in Chagny, Chef Philippe Clauss' gala apple, foie gras, flambée sauce, candied chestnuts and coffee at the Au Moulin de la Wantzenau restaurant, or Chef Simon Falcoz's pecan and coffee layer cake, will ravish the most demanding palates and convince the most sceptical.

These recipes, just like coffee itself, are so appetising that they make the mouth water and give one the immediate desire to savour their multiple enchanting properties.



RAK AROUND THE WORLD

# PORCELAIN, TIMELESS APPEAL STEEPED IN HISTORY

*A decorative centrepiece and a key feature at all major events, porcelain has a unique history that originates in China. Nowadays, it mostly graces tables in increasingly innovative forms, in styles ranging from retro to modern.*

*The simple mention of porcelain inevitably conjures up images of beautiful tableware, elegant and signed. It also evokes distant lands and the various epochs that have helped to shape and develop it. From China to Europe, it has established itself over the centuries, beginning in ancient times under the Eastern Han dynasty at the start of our era. Its two main characteristics are due above all to its composition, of which kaolin, a white fireclay, forms an integral part, as well as its firing at temperatures of over 1 200°C.*

*Today, creations in porcelain are just as popular, particularly in the restaurant and hotel industry. They even form a key feature of table decoration. This type of use is not at risk of devaluation, rather the opposite.*











### *Porcelain, born in China...*

The first creations date back to the start of the current era. However, the real porcelain for which China is famous did not emerge until the 7<sup>th</sup> century in the form of Xing ceramics. The main feature of this porcelain is its strong white colour, coupled with a translucent appearance against the light. Before they became aesthetic, the first items were initially utilitarian and undecorated.

Each dynasty then developed its own style. The most striking include the blue porcelain of the Song period. This unique colour was due to the addition of cobalt in order to create decorative objects such as vases or statues.

The Yuan dynasty started another trend: white-blue with a finely drawn surface, which has become the most popular in the world. The technique was perfected during the Qing dynasty, which commenced in the 17<sup>th</sup> century. The paintwork is created using enamel and depicts floral designs, landscapes or even scenes from literature or mythology.

This method of creating porcelain also spread to other countries in the East, in particular Korea and Japan.

### *...Imitated in Europe*

Marco Polo was the first to bring this fine ceramic to the European continent, returning from his voyage across China in 1291. As soon as the route to India was opened in 1497, it even flooded the European market. However, the manufacturing process behind these Asian objects remained a mystery, despite many attempts to imitate it. On the other hand, it was these attempts that produced bone china. Although similar in appearance, bone china does not have the same degree of hardness: it lacks a key element in its composition, kaolin, which was still unknown on the Old Continent at that time.

It was not until the start of the 18<sup>th</sup> century – 1709 to be precise – that the alchemist Johann Friedrich Böttger, working for Augustus II in Saxony, discovered a kaolin deposit by chance, and, at the same time, the composition of hard Chinese porcelain. This resulted in the workshop at Meissen, which is renowned for the great quality of its pieces.

The same discovery was made in France by the Sèvres workshop in June 1769, prior to the opening of its Limoges factory, and it subsequently introduced the French style beyond its borders.

### *Paintwork as part of the production process*

From its pure white surface, porcelain became more decorated over time. This paintwork is a key element of the manufacturing process, as each decorated piece has to undergo a third firing, this time at less than 1 200°C, to fix the colour. The initial decorations took their inspiration directly from oriental art, before becoming more diverse with the reproduction of branches, fruits and stones, among other things. The colours came from different minerals and were worked with a paintbrush.

Another technique of printing on porcelain, chromo, appeared at the end of the 18<sup>th</sup> century. This transfer process resulted in a vitrifiable version that also had to be fired in order to fix the design on the white surface. It was during the same period that the porcelain of Limoges became very well-known thanks to the uniqueness of its pieces, while earning a reputation that would associate its name with this type of art forever.





### *An image of elegance*

Nowadays, porcelain is mostly used in table decorations. In the restaurant industry, it allows each major establishment to stand out, with the receptacle becoming a centrepiece to showcase the contents. It is also adorned with brilliant colours that break up the uniformity of the white.

All kinds of daring innovations are permitted, from the fluid to the sophisticated lines created by the greatest porcelain manufacturers, such as RAK Porcelain. There is also a place for emblematic brands, in particular major French names such as Bernardaud, Pillivuyt or Raynaud, which are known throughout the world. Certainly, French porcelain found a unique purpose during the 19<sup>th</sup> century, establishing itself throughout Europe and beyond; it is still exported today. As a result, the proportion of foreign sales represents on average more than half of the turnover of many businesses. This rate is even as high as 70 % at Bernardaud.

Porcelain is still an object of desire, even abroad. After several difficult years, the porcelain industry has been able to diversify to ensure its continued existence and, at the same time, find renewed vigour. In 2012, the Sèvres workshop recorded a turnover of EUR 2.2 million, corresponding to an increase of 18 %. Pillivuyt is located in over 50 countries, with an export turnover of 52 %.

The use of porcelain has also evolved to take on new forms outside the restaurant industry. A good example to illustrate this progress is its use in the creation of jewellery, architectural elements and decorative objects.

The only slightly jarring note in this recovery is the refusal of a request to assign UNESCO world heritage status to Limoges porcelain.



### *The birthplace of porcelain, still a key player in the sector*

The site of modern porcelain is still the town of Jingdezhen in China, which has become the world capital of this technique. Porcelain manufacturing methods have also gradually changed there over the years, especially in terms of their composition, so that a harder material is produced.

Following a period of decline, production in the city increased in the 20<sup>th</sup> century. Numerous artists also returned here to change the way porcelain is regarded. It has become a means of expression, with increasingly original illustrations on mediums that are ever more elaborately worked.

Porcelain, together with ceramic work, has established itself on all continents thanks to the creation of unique elements. Aside from objects of art, the production of tableware, which is essential for high-end hoteliers, is now one of its cornerstones. Even if the technique has become more industrialised in recent years, the major establishments always favour quality, while offering a wide variety of pieces. Thanks to their constant development, these pieces showcase a high level of technical skill leading to the creation of unique forms that stand out with their finely painted designs. However, these elements do not overshadow one of its fundamental features: durability. This is an essential aspect for professionals and also explains its success over the centuries, above and beyond its natural and exceptional elegance.



EVENTS

# EXPO MILANO 2015

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*world cuisine and global issues*

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*From 1 May to 31 October 2015, Italy will invite almost 150 guests from all four corners of the globe to take part in one of the very best events in the world, the Universal Exhibition with a central theme of «Feeding the Planet, Energy for Life.»*

The culinary arts will be a key component of the 184 days of the event, designed to enhance gastronomy, which is close to the heart of all participating countries, and to demonstrate, even more crucially, the challenge of nutrition for the sustained well-being of humanity. Seventeen restaurants, 32 street food stands and seven speciality kiosks await visitors in a mini-town entirely dedicated to food and gastronomy.

## *Small dishes within large dishes*

Expo Milano 2015 is creating the rendezvous of the century by bringing together the general public, artists, researchers and great chefs for a delicious round table on the issues of food waste, resource exploitation and the cuisine of the future.

While the guests of honour at the opening ceremony will be famous singer Andrea Bocelli and style icon Giorgio Armani, the exhibition area, covering more than one million square metres, will offer a unique experience to an expected 20 million visitors.

Glorified by the world's greatest architects, the exhibition area has been created in the style of a majestic Roman city, built specially for the occasion and adorned with refined architecture using ecological and durable constructions.

With its twelve thousand trees, the site will also provide a wonderful overview of Mediterranean biodiversity and its islands of greenhouses as well



as showcase its bucolic charms and water features around a 4.5-km canal, «Lake Arena.»

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*Dome in Milan*

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The innovations, exhibitions, conferences and spectacles on the menu will spice up the programme of this original new edition focusing on food.





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Events - Perspectives





This spectacle will be performed each day by more than 50 international artists and headline the Expo By Night 2015 evening display.

Expo Milano 2015 promises excellence at all levels by providing an unforgettable event with an unprecedented ecological scope, where culinary discoveries are inextricably linked with the future of food.

## RAK at HOST the HORECA international exhibition during EXPO 2015

**This outstanding international event coincides with the 10th anniversary of RAK Porcelain. It is in this context that major new products which will expand RAK's range of tableware will be officially unveiled. These innovations are the image of the quality and dynamism which have been the key to RAK Porcelain's success for 10 years.**

The event will be held from 23 - 27 October 2015 at the Fiera Milano/Rho, which also gives visitors direct access to Expo Milano 2015

## Appetiser

The town is planning a huge selection of delicacies for food gourmets who want to experience a variety of countries bite by bite and will also add to the mix by making other streets and districts available for supplementary sporting and cultural events.

Five themed routes will guide visitors to 88 architectural pavilions featuring culinary specialties from each country. Of course, France and Italy will be there, as well as Angola, Sri Lanka, Kenya and even Belarus, transforming the event into a veritable Picasso painting of culture, tradition, science and innovation.

Nine clusters, or groups of companies producing in the same sector, will bring together countries with similar types of production for a collective overview of aromatic spices, from arid terrains and rice fields to the heart of cocoa and coffee plantations.

While the themed area of the Future Food District will offer a sensory experience 2.0 where new technologies, producers, consumers and products can interact, Pavilion Zero will take humankind back to the start of consumption by presenting, over 10 500m<sup>2</sup>, a glimpse of everything that has been produced and



transformed since humans first appeared on earth. Cooking shows and tasting workshops will also be offered, led by the world's greatest chefs and young talent in the industry, such as the six Americans who are coming with their Food Truck.

Three-Michelin-star chefs, Massimo Bottura and Yannick Alléno, Peruvian chef Gaston Acurio, Bocuse d'Or 2013 prizewinner Thibaut Ruggeri and Mexican chef Jorge Vallejo, have already been announced. Finally, in an open-air theatre with 3 450 seats, the Cirque du Soleil will stage food of the future and biodiversity using an original, explosive and engaging creation called "Allavita! "



PAV 6 STAND B19 C20



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