



MAKE SURE
IT'S RAK

PRESS RELEASE – RED DOT award winning for HIDE series 2019

March 2019

RAK Porcelain's New HIDE Series from Their EPIC Collection Wins RED DOT Award for Product Design

HIDE was designed and created by Spanish designer Gemma Bernal and the ceramic experts at RAK Porcelain based on the principle of surprising the guest, enlivening their emotions and taking them on a journey of the senses.

HIDE, from RAK Porcelain, has been just awarded by the RED DOT organization, the internationally and established recognized design reference.

RED DOT, the biggest and most renowned design competition in the world with thousands of submissions from around the world, is a competition where the world's leading design experts award prizes for the best creative achievements every year.

HIDE features 3 emotional elements, all playing with the feeling of immediate surprise, the hidden content and the attractive visual presentation.

A water drop that expands:

This element arises while trying to express the feeling of something pleasant, delicious and calm that expands, until it's lost little by little – and then, eventually gone completely. Just as in nature, a drop of water falls on a lake and creates a delicate wave that fades from view.

Three leaf clover:

A three-leaf clover has the symbolism of good fortune. At the extremity of the HIDE cover, it turns and reveals itself with a wink for luck and the journey has begun bringing with it the element of anticipation of a pleasant tasting surprise that will soon arrive.

The crowning taste experience in 3 steps:

In the upper plate, the culinary artist proposes a light provision that aligns with the rest of the meal through contrast or congruity. The central part, through the perforations in its base, infuses and enhances with its delicate and delicious vapors. Then, the third and final stage, directly onto the plate, the main proposal arrives. The small and delectable delight has arrived, and the journey has been enjoyed.

#makesureitsrak



reddot award 2019
winner

Follow us on     



MAKE SURE
IT'S RAK



HIDE is part of the EPIC COLLECTION– Mind Changing Tableware

With “Epic”, our high-end tableware collection, we offer a completely new product segment to customers looking for extravagant and exquisite dinnerware. “Epic” features incredible product ranges designed by some of the most talented designers in the industry. We present “Epic” during the Ambiente 2019 tradeshow, showcasing 4 exceptional series “Sensation”, “Hide” “Sketches” and “Roks”.



About RAK Porcelain

RAK Porcelain acts as a partner to leaders in all hospitality categories in search of excellence with those that are convinced that the tableware adds value to their table and to their guest experience.

Using cutting-edge technology, our collections are designed to withstand intensive use as well as mechanical and thermal shocks inherent in the profession. By selecting raw materials of the



MAKE SURE
IT'S RAK

highest quality, our products stand up over time to heat of traditional or microwave ovens, while retaining the brilliance of their enamel and the fineness of their decorations.

Linked to a solid worldwide distribution structure, we rely on a network of experts and operators specialising in tableware to serve you wherever and whenever you desire. RAK Porcelain Europe organises and manages the distribution for the European market from its headquarters in the Grand-Duchy of Luxembourg, where around 2.7 million items are stored. RAK Porcelain's other major logistic centres are located in the United States and the United Arab Emirates.

www.rakporcelain.com

For press inquiries, please contact **marketing@rakporcelaineurope.com**

Follow us on     



RAK Porcelain
P.O. Box – 30113
Ras Al Khaimah
United Arab Emirates
rakporcelain@rakporcelain.com



MAKE SURE
IT'S RAK



RAK Porcelain Europe
20, rue de l'Industrie
L-8399 Windhof
Luxembourg
info@rakporcelaineurope.com



RAK Porcelain USA
595 Route 25A, Suite 17
Miller Place, NY 11764
USA
info@rakporcelainusa.com