

PERFECT IMPERFECTION

Roos van de Velde

SERAX



Serax may have many years of experience in its segment, but the collaboration with Flemish artist and ceramist Roos Van de Velde has had an innovating effect in multiple areas. Indeed, for the very first time, Serax has been challenged to produce a collection in which imperfection, shortcomings and coincidence have become assets during the production process. In her Perfect Imperfection collection, Roos deliberately goes in search of that perfect imperfection. A never-ending quest it is, one that will return in every collection that follows, but always taking on other forms and shapes. As a child, the designer dreamt of living in a house in which she had created everything herself. That is when her passion for turning the everyday, like a teapot, a plate, or a lamp, into something special was born. By looking at everyday objects in your surroundings more

consciously, you start living differently. When chef Mark Lapico who manages the kitchens of three-star restaurant Jean-Georges, one New York's finest culinary establishments, discovered Roos' collection on the World Wide Web, he was immediately moved by the elegant and delicate design, as was the owner of the restaurant, Jean-Georges Vongerichten. In no time, Mark found himself opening the boxes of the first order of samples. He could hardly believe his eyes: the designs looked like they were made especially for him! Since that day, Roos' tableware has been the perfect carrier for the healthy, light cuisine you can taste at Jean-Georges'. Moreover, her designs can also be found at Michel Bras' restaurant, Cheval Blanc, in France, and many other adepts of perfect imperfection.

ROOS VAN DE VELDE



Roos Van de Velde is a visual artist who is inspired by nature. Nature is the thread that runs through all of her designs with a recurring and strong underlying presence. Her china service symbolises innovation in different fields. It was the first time a collective was produced where the imperfection, the flaws and the coincidence during the production process were given a reason to exist. The service is like balancing on a thread: the perfect imperfection.

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MATERIALS

Bone china

Composition: British imported cattle Bone Meal, French potassium Feldspar & Japanese lead-free Frit.

Finishing: semi glazed (glazed inside with matt finish at the outside)

Firing temperature: 1300°C & 1180°C

Production: traditional molding

Thermal shock resistance: 180°C

OPERATIONAL USAGE

Food safe

Tableware

Microwave proof: yes

Dishwasher proof: yes

Oven proof: no

Salamander proof: no

SPECIAL CARE INSTRUCTIONS

We advice to use soft detergents for commercial dishwashers.

In order to avoid staining on the matt finish, we recommend rinsing after usage and prior to dishwashing cycle. In case of black cutlery markings, we recommend cleaning with "Vileda Miraclean" or a similar product in combination with soapy warm water.

PACKAGING

Giftbox

Volume & dimensions of the complete range available upon request.





When Serax suggested the idea for a cutlery collection to complete the Perfect Imperfection tableware line, the Belgian artist and designer Roos Van de Velde immediately set to work with great enthusiasm. Her unstoppable stream of ideas resulted in the ultra-light Flora Vulgaris cutlery line on which the years, just as with the rock-hard bone china porcelain of the tableware collection, have no impact.

Roos Van de Velde: "In Nature, forms and shapes are all there for the taking. It just comes down to opening your mind to all their particular characteristics and translating them into what you want to create. I just love losing myself in the flow of inspiration."

Like all her other creations, Roos Van de Velde's Flora Vulgaris collection for Serax also has that unmissable link with Nature. The name alludes to the rather 'wild' and intuitive way in which

the natural silhouettes of the cutlery have been given shape. Forks like branched twigs, spoons featuring endless leaf shapes and knives looking like razor shells ... The colours, the material, the design, and the interplay of lines are a natural addition to the Perfect Imperfection collection.

The cutlery's brushed steel is extremely durable and suitable for even the most intensive use by top chefs. Just like the exclusive silver-plated version, it acquires its own patina in a natural way, and therefore its unique identity. With the gold-plated + Gold dessert spoon, Roos also reaches for higher atmospheres with her Flora Vulgaris collection for Serax: eating rice pudding with a golden spoon is no longer the preserve of Heaven's inhabitants.

MATERIALS

Stainless steel 18/10, except table knife and butter knife.
The knives are made in stainless steel but 18/10 can not be sharpened.
Brushed matte steel
Silver-coated

OPERATIONAL USAGE

Tableware
Food safe
Dishwasher proof: Yes

SPECIAL CARE INSTRUCTIONS

We advise to use soft detergents for commercial dishwashers.
Except for the gilded spoon, wash this by hand. No warranty on the gilded spoon, the gold coating may disappear over the course of time.

PACKAGING

Gilded, in a 4-piece gift box
Volume & dimensions of the complete range available upon request.

