

SERAX

TABLEWARE

Renowned design for world class dining



SERAX
COLLECTIONS

Serax Maison d'etre has developed a, impressive reputation as a trend-setter, by collaborating with famous, internationally renowned designers.

The company is constantly in search of innovation and explores design opportunities with their existing and new designers, to provide cutting-edge products. Serax supports an international demand for tableware and decorative items, with highly efficient customer service and substantial stock held at our headquarters in Belgium.

The hospitality product ranges cover an extensive array of culinary styles and materials, from basic, rustic porcelain to extremely fine bone china. Serax can also provide beautiful decorative items including tea lights & vases to produce a complete designer look for the table.

SERAX
COLLECTIONS



PIERRE GAGNAIRE,
THE ROCCA BROTHERS,
SERGIO HERMAN, JONNIE BOER,
MICHEL BRAS & PETER GOOSSENS,



all listed in the **The World 50 Best Restaurants** by S. Pellegrino,
choose Serax Tableware.

SERAX
COLLECTIONS



design by

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. This autumn Serax is presenting a new 7 part service that Roos developed in co-operation with culinary French chef Michel Bras.

SERAX TABLEWARE

Serving more than 100 (Michelin) Stars.

BELGIUM

LA PAIX

BRUSSEL

★

BELGIUM

LI CWERNEU

HUY

★

THE NETHERLANDS

LIBRIJE

ZWOLLE

★★★

UNITED KINGDOM

RESTAURANT

GORDON RAMSEY

LONDON

CHEF · GORDON RAMSEY

★★★

SPAIN

EL CELLER DE CAN ROCA

GIRONA

★★★

GERMANY

SEEHOTEL ÜBERFAHRT

ROTTACH - EGERN

CHEF · CHRISTIAN JÜRGENS

★★

FRANCE

MAISON BRU

EYGALIÈRES

CHEF · WOUT BRU

★

FRANCE

MAISON TROISGROS

ROANNE

★★

FRANCE

BRAS

LAGUIOLE

CHEF · MICHEL

& SÉBASTIEN BRAS

★★★



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

— *George Bernard Shaw*

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

FRANCE

LE GRAND VÉFOUR

PARIS

CHEF · GUY MARTIN

★★

UNITED STATES

TWIST

BY PIERRE GAGNAIRE

LAS VEGAS

★★★

FRANCE

LE CHEVAL BLANC

COURCHEVEL

★★

SWEDEN

NORDA BAR & GRILL

GOTHEBORG

CHEF · MARCUS SAMUELSSON

FRANCE

L'ESPÉRANCE

VÉZELAY

CHEF · MARC MENEAU

★★

SINGAPORE

JAAN PAR ANDRÉ

SINGAPORE

CHEF · ANDRÉ CHEUNG

★★

FRANCE

LE JARDIN DES SENS

MONTPELLIER

CHEF · JACQUES &

LAURENT POURCEL

AUSTRIA

MRAZ & SOHN

WIEN

CHEF · MARKUS MRAZ

★

FRANCE

HÉLÈNE DARROZE

PARIS

UNITED KINGDOM

HÉLÈNE DARROZE

LONDON



RESTAURANT GORDON RAMSAY

London (UK)

Chef · Gordon Ramsay

★★★







MAISON BRU

Eygalières (FR)

Chef · Wout Bru







JAAN PAR ANDRE

Singapore

Chef · André Cheung





design by

ANN VAN HOEY



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

SERAX TABLEWARE

Serving more than 100 (Michelin) Stars.

FRANCE

MAISON TROISGROS

ROANNE

★★★

BELGIUM

HOF VAN CLEVE

KRUISSHOUTEM

CHEF · PETER GOOSSENS

★★★

SPAIN

EL CELLER DE CAN ROCA

GIRONA

★★★









PETER GOOSSENS

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







design by

PIETER STOCKMANS

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

SERAX TABLEWARE

Serving more than 100 (Michelin) Stars.

FRANCE
MAISON TROISGROS
ROANNE
★★★

THE NETHERLANDS
LIBRIJE'S ZUSJE
ZWOLLE
CHEF · JONNIE BOER
★★

THE NETHERLANDS
TREESWIJKHOEVE
WAALRE
★★

BELGIUM
BARTHOLOMEUS
HEIST-AAN-ZEE
★

BELGIUM
LIJSTERBES
BERLARE
★

BELGIUM
TER LEEPE
ZEDELGEM
★







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





design by

PASCALE NAESSENS

PURE ROMANCE

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

SERAX TABLEWARE

Serving more than 100 (Michelin) Stars.

BELGIUM

ZILTE

ANTWERPEN

CHEF · VIKI GEUNS

★★

BELGIUM

ZUIDKANT

DAMME

★

THE NETHERLANDS

PURE C

CADZAND

CHEF · SYRCO BAKKER

★★

THE NETHERLANDS

LIBRIJE

ZWOLLE

CHEF · JONNIE BOER

★★★

THE NETHERLANDS

OULD SLUIS

GOTHEBORG

CHEF · SERGIO HERMAN

★★★





SERAX
COLLECTIONS



use of Poduim plates

BELGIUM

HET GEBAAAR

ANTWERPEN

CHEF · ROGER VAN DAMME

★

BELGIUM

SLAGMOLEN

OPGLABEEK

★★

BELGIUM

SENZANOME

SCHAERBEEK

CHEF · GIOVANNI BRUNO

★

THE NETHERLANDS

KROMME WATERGANG

HOOFDPLAAT

CHEF · EDWIN

& BLANCHE VINKE

★★



