

SERAX

Roos Van de Velde

PERFECT IMPERFECTION

TABLEWARE





PERFECT IMPERFECTION — 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. This porcelain range is a symbol of innovation in several ways. It is the first time a collection is produced in which imperfection, defectiveness and coincidence are given the chance to play their part during the production process. This dinnerware collection is like balancing on a thin wire: the perfect imperfection.



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 porcelain tableware, launched in 2009, symbolises innovation in different fields. It was the first time a tableware collection for restaurants and hotels was produced of which the imperfection, the flaws and the coincidence during the production process were given a reason to exist. The tableware is like balancing on a thread, seeking the perfect imperfection.

Roos Van de Velde

PERFECT IMPERFECTION



TABLEWARE

PRODUCT	PLATES, BOWLS, CUPS, SAUCERS, TEAPOTS, CREAMER, DUCK FOOT	MAINTENANCE / CLEANING INSTRUCTION	WE ADVISE TO USE SOFT DETERGENTS FOR COMMERCIAL DISHWASHERS.
MATERIAL	FINE BONE CHINA	USE	TABLEWARE
FINISH	SEMI GLAZED (GLAZED INSIDE, MATT FINISH OUTSIDE)	FOODSAFE	YES
		DISHWASHER SAFE	YES
PRODUCTION	TRADITIONAL MOLDING	MICROWAVE SAFE	YES
PRINCIPAL COMPOSITION	BRITISH IMPORTED CATTLE BONE MEAL, FRENCH POTASSIUM FELDSPAR AND JAPANESE LEAD-FREE FRIT	OVEN SAFE	NO
		SALAMANDER SAFE	NO
COLOUR(S)	WHITE	PACKAGING	GIFTBOX VOLUME & DIMENSIONS OF THE COMPLETE RANGE AVAILABLE UPON REQUEST.

Roos Van de Velde

FLORA VULGARIS

CUTLERY



PRODUCT	8 PIECE CUTLERY SET
MATERIAL	STAINLESS STEEL 18/10 SILVER COATED EXCEPT THE TEA SPOON: GILDED
FINISH	BRUSHED MATTE STEEL
COLOUR(S)	SILVER GOLD
MAINTENANCE / CLEANING INSTRUCTION	IN ORDER TO AVOID STAINING ON THE MATT FINISH, WE RECOMMEND RINSING AFTER USAGE AND PRIOR TO DISHWASHING CYCLE. WE ADVICE TO USE SOFT DETERGENTS FOR COMMERCIAL DISHWASHERS. EXCEPT THE GILDED TEA SPOON: WASH BY HAND
USE	TABLEWARE
FOODSAFE	YES
MICROWAVE SAFE	NO
DISHWASHER SAFE	YES
OVEN PROOF	NO
SALAMANDER PROOF	NO
PACKAGING	GIFTBOX. GILDED TEA SPOON: 4-PIECE GIFTBOX VOLUME & DIMENSIONS OF THE COMPLETE RANGE AVAILABLE UPON REQUEST.

