

HIDE & SEEK

We have reached a consensus – our homes are a reflection of who we are, an echo of our own story as individuals. The entire interior design scene seems to agree with this vision and is actually working within this approach. But what does it mean to express 'my self'? What type of person 'am I'? This is where the whole story begins: more and more, people are getting free from labels, not accepting categorizations and choosing instead ways to express their personalities that may be contradictory. We are witnessing a polarization of the self that is of course reflected indoors in the way consumers choose to decorate their houses.

'Hide&Seek' Collection embodies this narrative to present two contrasting stories– StandOUT and Camouflage.

CAMOUFLAGE

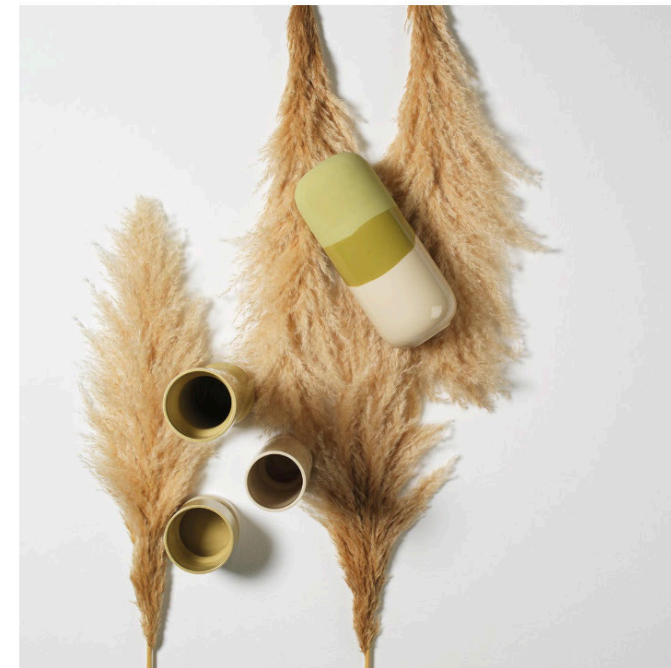
Departing from nature in its most raw and naked state, 'Camouflage' explores the HIDE. It works under the idea of 'hiding from the enemy' to present an image of melding within the landscape and becoming one with nature: honest and raw color combos and shades, picked from the natural environment, layer-on-layer decoration techniques, and glazes that by revealing a craft touch, recall the perfect imperfection of nature.





NAKED NATURE /

Pale and faded tones of green, stained white and dusty creams applied dynamically in ceramics to bring indoors a touch of nature without filters.



ROCKY-LIKE /

The right combos of color, textured glaze and clumsy decoration techniques to create ceramic pieces that could have been picked from the ground.





HONEST GREENERY /

Splashes of organic colors
designing pieces that merge with
the natural environment.





INDOOR LANDSCAPE /

Layer-on-layer decoration techniques that recreate the outdoors scenery at home, inviting a sense of immersion within the landscape.



EARTHY TOUCH /

Taking over the all-gray trend of the past seasons, colors like sand, clay, ochre, and terracotta are having a moment. An earthy color scheme that mixes neutral tones with warm pops of color and that is applied in ceramics through the use of textured and reactive glazes.





STANDOUT

—
In the other pole of the Spectrum: 'StandOUT', a complete shout crying to be seen. Eye-catching colors, intense shades and tones, statement geometric patterns and clashing combinations applied in unexpected and somehow sensuous shapes. Reviving the 70's, this story evokes interiors where drama, boldness and opulence are present.

a complete shout crying to be seen



GEOMETRIC BOLDNESS /

'Evolution', 'Profile' and 'Lalique' are new product lines dressed with relief patterns that delight the eye and dare to be seen.





70'S NOSTALGY /

Shapes and mostly patterns that remind us of past times.

THEATRICAL DRAMA /

Rich and intense dark colors
combined with outstanding
designs awakening each one's
deepest creative side.





DARING SHAPE /

Bold and prominent silhouettes where shape is the protagonist, getting over functionality.



SENSUOUS LINES /

Creative and non-organic decoration techniques that by highlighting the piece's shape result in defiant and eye-catching home details.



'HIDE&SEEK' COLLECTION

Product lines



Retro | Marmoreal luster on matte base



Opulence | Handpainted golden accent



Time | Glossy and matte



Profile | Glossy finishing



Retro | Layer-on-layer dip



Alpha | Hand painting with luster finishing



Time | Gradient effect



Opulence | Glossy and matte



Alpha | Slip glaze with glossy dip on top



Bubble | Various techniques



Alpes | Regular translucent glaze



Garden | Charcoal color scheme



Garden | Dry green glossy glaze



Capsule & Bubble Lamp | Marmoeal effect



Alpha | Line effect



Evolution | Reactive glazes



Lalique | Fish scale pattern



Capsule | Multi-dip technique with slip base



Heaven | Granite-like glaze



Refresh | Iridescent finishing



Refresh | Glossy ochre color scheme



Family | Various techniques



Kenya & Wish Lamp | Granite-like effect



Sidney | Granite-like effect



Eclectic | Mustard cork-like effect glaze



Rope | Regular glazes



Vintage Pot | Slip base with glossy top



Baco & Zig-Zag | Various techniques



Vintage | Golden accent hand painted



Morocco | Dual dip



Retro | Marmoreal luster on matte base



Opulence | Handpainted golden accent



Time | Glossy and matte



Profile | Glossy finishing



Retro | Layer-on-layer dip



Alpha | Hand painting with luster finishing



Baco & Makalu | Various techniques



Makalu | Repellent effect glaze



Baco & Plain Lamp | Various techniques



Piana & Makalu | Reactive glazes



Plain | Tubular Vases in reactive finishing



Piana & Double Lamp | Dual dip technique



Capsule | With relief



Baco & Lace Boxes | Various techniques



AND SO MUCH MORE

As decorative ceramics manufacturers, Arfai's offer is endless, keeping up with the main trends in a continuous basis. What about a visit to our showroom? It is with no doubt our most up to date and complete catalogue.



WHO WE ARE

Committed to finding what tomorrow's homes will want to have in the future, Arfai is specialized in the manufacture of decorative ceramics, supplying leading home fashion brands, retailers and interior designers from all over the world. Know more about us at www.arfaiceramics.com



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