base PIETBOON by SERAX



Base

Tableware	09
Glassware	25
Cutlery	35
Cookware	43



About

PIET BOON

After his studies at the technical school in Amsterdam, Piet Boon began his career as a building contractor, but he would soon evolve into a high-profile Dutch designer. Today, Studio Piet Boon is an internationally operating total concept design company, where a

team of architects, stylists and design professionals is continuously driven to exceed expectations, to stay true to the studio's reputation as the most renowned Dutch design studio in the world.

WHERE
MINIMALISM
AND
ELEGANCE
CONVERGE

BASE

The collaboration of Studio Piet Boon with Serax reflects a shared passion for beauty, and a commitment to delivering perfection. Merging design, individuality and functionality

has resulted in a sophisticated complete range of tableware, including glassware and cutlery, and cookware - Base by Studio Piet Boon and Serax.

$\overline{}$		_				
ᆚ	ase		āb	 144	•	
ı)	a > =		<i>a</i>	w	_	

Base is a tableware collection that stands out for its timeless round shapes. Finished in immaculate white bone China, Base tableware is anything but boring. The neutral color does justice to dishes. And by playing with the different heights and sizes, you create optically surprising effects every time.













 $"Where \verb|minimal| is mandelegance convergein \\ a pure and seemingly simple design."$

– Piet Boon









Product overview

Base - Tableware





B9214708 D12 H3 cm D4 3/4 H1 1/8 inch



High Plate S White

B9214709 D16 H3 cm D6 1/4 H1 1/8 inch



High Plate M White

B9214710 D20 H3 cm D7 7/8 H1 1/8 inch



High Plate L White

B9214711 D24 H3 cm D9 1/2 H1 1/8 inch



High Plate XL White

B9214712 D28 H3 cm D11 H1 1/8 inch



High Plate XXL White

B9214713 D32 H3 cm D12 5/8 H1 1/8 inch



High Plate XS White Glazed

B9214708H D12 H3 cm D4 3/4 H1 1/8 inch



High Plate S White Glazed

B9214709H D16 H3 cm D6 1/4 H1 1/8 inch



High Plate M White Glazed

B9214710H D20 H3 cm D7 7/8 H1 1/8 inch



High Plate L White Glazed

B9214711H D24 H3 cm D9 1/2 H1 1/8 inch



High Plate XL White Glazed

B9214712H D28 H3 cm D11 H1 1/8 inch



High Plate XXL White Glazed

B9214713H D32 H3 cm D12 5/8 H1 1/8 inch



Deep Plate S White

B9214714 D16 H4,5 cm D6 1/4 H1 3/4 inch



Deep Plate M White

B9214715 D20 H4,5 cm D7 7/8 H1 3/4 inch



Deep Plate L White

B9214716 D24 H4,5 cm D9 1/2 H1 3/4 inch



Deep Plate XL White

B9214717 D28 H4,5 cm D11 H1 3/4 inch



Deep Plate S White Glazed

B9214714H D16 H4,5 cm D6 1/4 H1 3/4 inch



Deep Plate M White Glazed

B9214715H D20 H4,5 cm D7 7/8 H1 3/4 inch



Deep Plate L White Glazed

B9214716H D24 H4,5 cm D9 1/2 H1 3/4 inch



Deep Plate XL White Glazed

B9214717H D28 H4,5 cm D11 H1 3/4 inch

Product overview

Base - Tableware



Low Bowl S

B9214718 D12 H6 cm D4 3/4 H2 3/8 inch



Low Bowl M White

B9214719 D16 H6 cm D6 1/4 H2 3/8 inch



Low Bowl L White

B9214720 D20 H6 cm D7 7/8 H2 3/8 inch



Low Bowl XL White

B9214721 D24 H6 cm D4 3/4 H2 3/8 inch





B9214718H D12 H6 cm D4 3/4 H2 3/8 inch



Low Bowl M White Glazed

B9214719H D16 H6 cm D6 1/4 H2 3/8 inch



Low Bowl L White Glazed

B9214720H D20 H6 cm D7 7/8 H2 3/8 inch



Low Bowl XL White Glazed

B9214721 D24 H6 cm D9 1/2 H2 3/8 inch



High Bowl S White

B9214722 D12 H7,5 cm D4 3/4 H3 inch



High Bowl M White

B9214723 D16 H7,5 cm D6 1/4 H3 inch



High Bowl L White

B9214724 D20 H7,5 cm D7 7/8 H3 inch



Deep Bowl S White

B9214725 D H cm D4 3/4 H3 1/2 inch



Deep Bowl M White

B9214726 D16 H9 cm D6 1/4 H3 1/2 inch



Deep Bowl L White

B9214727 D20 H9 cm D7 7/8 H3 1/2 inch



Espresso Cup

B9214728

D6 H4,5 cm D2 3/8 H1 3/4 inch

10 cl / 3 fl. oz.

White





B9219728 D6 H4,5 cm D2 3/8 H1 3/4 inch 10 cl / 3 fl. oz.



Espresso Cup White Glazed

B9214728H D6 H4,5 cm D2 3/8 H1 3/4 inch 10 cl / 3 fl. oz.



Espresso Cup White Glazed

B9219728H D6 H4,5 cm D2 3/8 H1 3/4 inch 10 cl / 3 fl. oz.











Coffee Cup White

B9214729 D8 H7,5 cm D3 1/8 H3 inch 28 cl / 10 fl. oz.



B9219729 D8 H7,5 cm D3 1/8 H3 inch 28 cl / 10 fl. oz.



B9214729H D8 H7,5 cm D3 1/8 H3 inch 28 cl / 10 fl. oz.



Coffee Cup White Glazed

B9219729H D8 H7,5 cm D3 1/8 H3 inch 28 cl / 10 fl. oz.











Thea Cup White

B9214730 D8 H9 cm D3 1/8 H3 1/2 inch 35 cl / 12 fl. oz.

Thea Cup White

B9219730 D8 H9 cm D3 1/8 H3 1/2 inch 35 cl / 12 fl. oz.

Thea Cup White

B9214730H D8 H9 cm D3 1/8 H3 1/2 inch 35 cl / 12 fl. oz.



B9219730H D8 H9 cm D3 1/8 H3 1/2 inch 35 cl / 12 fl. oz.





B9219728S D8 H9 cm D3 1/2 H5/8 inch



B9219729S D12,4 H1,5 cm D4 7/8 H5/8 inch

Base - Glassware

The distinctive sleek, round shapes, and the perfect finish of the nine different glasses from the Base Glassware collection follow the trend of Studio Piet Boon's Base line for Serax. On an upright foot in the centre of a perfectly round circle, the four wine glasses, two champagne glasses, and the beer glass not only steal the show, the potassium glass also makes

them particularly strong. The two water glasses have been given a sandblasted effect, as a result of which fingerprints are less likely to remain on the glass. The glasses from the Base Glassware collection are packed as a set of four in beautiful gift boxes.













Material - Potassium Glass

Product overview

Base - Glassware





Glass Frost White

B0819200 D8 H9 cm D3 1/8 H3 1/2 inch 33 cl / 11 fl.oz.



B0819201 D8 H12 cm D3 1/8 H4 3/4 inch 35 cl / 15 fl.oz.







Champagne Coupe

B0819206 D10,6 H13 cm D4 1/8 H5 1/8 inch 25 cl / 8 fl.oz.

Champagne Flute

B0819207 D4,6 H19,5 cm D1 3/4 H7 5/8 inch 21 cl / 7 fl.oz.



Beer Glass

B0819208 D6,7 H17,8 cm D2 5/8 H7 inch 40 cl / 14 fl.oz.







Red Wine Glass Straight

B0819202 D8 H18 cm D3 1/8 H7 1/8 inch 35 cl / 12 fl.oz.

White Wine Glass Straight

B0819204 D7,2 H17 cm D2 7/8 H6 3/4 inch 27 cl / 9 fl.oz.

Red Wine Glass Curved

B0819203 D10 H22 cm D3 7/8 H8 5/8 inch 65 cl / 22 fl.oz.

White Wine Glass Curved

B0819205 D9 H21 cm D3 1/2 H8 1/4 inch 50 cl / 17 fl.oz.



Base - Cutlery

With functionality as a starting point, Studio Piet Boon and Serax once more join forces to complement their previously released successful tableware line. Piet Boon by Serax Cutlery carries through the same pure and honest characteristics as the tableware: robust and elegant at the same time, rich in simplicity and unique in form. Each spoon, fork, or knife of the 8-piece Piet Boon by Serax Cutlery collection is made from a

single piece of premium quality stainless steel. In addition to giving them a sleek, solid look, it also extends a most pleasant sensation. Augment your cutlery with just a couple of pieces, indulge yourself or your loved ones with the exquisite 24-piece giftbox, or go for the ultimate Piet Boon by Serax experience with the silver-plated version. With Piet Boon by Serax, small moments become highlights.

"The cutlery is available of premium quality stainless steel and in a silver-plated version "









Product overview

Base - Cutlery



Table Knife matt B1318102



Table Fork matt 18/10

B1318100



Table Spoon matt 18/10

B1318101



Tea Spoon Base matt 18/10

B1318106



Giftbox incl. cutlery matt

B1318108GB



matt

B1318105



Dessert Fork matt 18/10

B1318103



Dessert Spoon matt 18/10

B1318104



Espresso Spoon matt 18/10

B1318107



Table Knife silver plated 40 microns

B1318102S



Table Fork silver plated 18/10 40 microns

B1318100S



Table Spoon silver plated 18/10 40 microns

B1318101S



Tea Spoon Base silver plated 18/10 40 microns

B1318106S



incl. cutlery silver Plated

B1318108GBS



Dessert Knife Silver Plated 40 microns

B1318105S



Dessert Fork Silver Plated 18/10 40 microns

B1318103S



Dessert Spoon Silver Plated 18/10 40 microns

B1318104S



Espresso Spoon Silver Plated 18/10 40 microns

B1318107







B7919001 18 cm 7 1/8 inch



Santoku Knife Stainless Steel

B7919002 18 cm 7 1/8 inch



Bread Knife Stainless Steel

B7919003 18 cm 7 1/8 inch



Meat Knife Stainless Steel

B7919004 18 cm 7 1/8 inch



Knife Set Stainless Steel Acacia Wood

B7919005

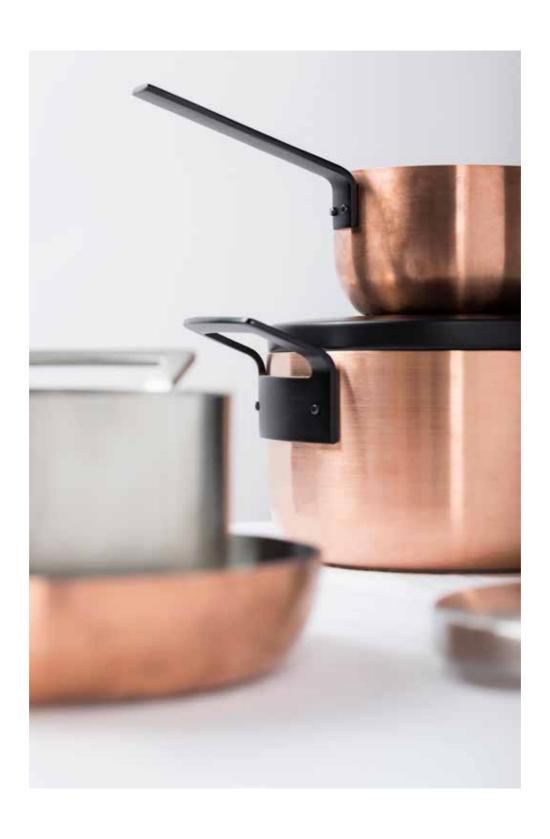
Base - Cookware

Base Cookware guarantees sleek design with innovative looks and unsurpassed functionality. The basic range consists of a saucepan, a frying pan, and a small and large cooking pot, all of them comprised of three layers. On the interior, stainless steel was used for the highest possible food safety, followed by a layer of aluminium for better heat conduction, and on the exterior a layer of matt stainless steel or copper

as the finishing touch. The Base Cookware pots and pans are taller than usual to prevent splashing. The flat lids with integrated handles emphasise the special proportions. The simple stainless-steel handles and the lid handles that align perfectly with those of the pans are provided with a protective colourless or black powder coating. The entire cooking set is suitable for all heat sources, including induction.













Material - Stainless Steel, Copper

Product overview

Base - Cookware



Saucepan Incl. Lid Stainless Steel B2719001 D16 H14 cm D6 1/4 H5 1/2 inch 180 cl / 61 fl. oz.



Saucepan Incl. Lid Copper

B2719001C D16 H14 cm D6 1/4 H5 1/2 inch 180 cl / 61 fl. oz.



Saucepan Excl. Lid Stainless Steel

B2719002 D16 H14 cm D6 1/4 H5 1/2 inch 180 cl / 61 fl. oz.



Saucepan Excl. Lid Copper

B2719002C D16 H14 cm D6 1/4 H5 1/2 inch 180 cl / 61 fl. oz.



Casserole Incl. Lid Stainless Steel

B2719003 D20 H13 cm D7 7/8 H5 1/8 inch 325 cl / 110 fl. oz.



Casserole Incl. Lid Copper

B2719003C D20 H13 cm D7 7/8 H5 1/8 inch 325 cl / 110 fl. oz.



Casserole Incl. Lid Stainless Steel

B2719004 D24 H15,5 cm D9 1/2 H6 1/8 inch 600 cl / 203 fl. oz



Casserole Incl. Lid Copper

B2719004C D24 H15,5 cm D9 1/2 H6 1/8 inch 600 cl / 203 fl. oz



Frying Pan Incl. Lid Stainless Steel

B2719005 D24 H15,5 cm D9 1/2 H6 1/8 inch 200 cl / 68 fl. oz.



Frying Pan Incl. Lid Copper

B2719005C D24 H16,5 cm D9 1/2 H6 1/8 inch 200 cl / 68 fl. oz.



Frying Pan Excl. Lid Stainless Steel

B2719006 D24 H16,5 cm D9 1/2 H3 7/8 inch 200 cl / 68 fl. oz.



Frying Pan Excl. Lid Copper

B2719006C D24 H16,5 cm D9 1/2 H3 7/8 inch 200 cl / 68 fl. oz.



CONTACT

RETAIL

General Retail Department

retail@serax.com

Alexander Deboutte

Export Manager M +32 478 54 65 50 alexander@serax.com

Sofie Van Haelst

International Inside Sales Benelux

 $\underline{\mathsf{M}}$ +32 475 27 53 39 sofie.vh@serax.com

Sophie Mallentjer

International Inside Sales France

M +32 475 52 64 44 sophie.m@serax.com Woods as

Norway T +47 905 59 230

woodsagentur@gmail.com

F Lifestyle Agency

Sweden

T +46 709 93 22 62

hello@carlafranchetti.com

Forma Ninati Oy

Finland & Baltics

T +358-400 318288 nina.tommila@formaninati.com

Disruptive Design Lab

T + 39 392 3736220 info@ddlab.it

Soucheiron & Partners

Spain

T+34 931 188 795

T+34 672 110 669

comercial@soucheiron.es

NR&A Ltd * UK - Nick Robinson

United Kingdom & Ireland T+4407887550955

nick@nranda.com

Gawlik Business Consulting

Poland

<u>T</u> +48 668 304 971

ewelina@gawlikdesign.eu

Charlotte Volcke

Pinch Marketing

United States M +1 914 514 5563

charlotte.v@serax.com

CONTRACT MARKET

General Contract Market

Department

project@serax.com

Greet Dickel

Account Manager M +32 474 20 21 57

greet@serax.com

Stéphane Sedki

Responsable Commercial

Projet/Architectes France

M +33 6 123 23 285 stephane@serax.com

HOSPITALITY

General Hospitality

Department

hospitality@serax.com

Sophie Baldewyns

International Sales Hospitality Benelux, Germany

& Rest Of The World

T +32 3 458 05 82 sophie.b@serax.com Valérie Piva

International Sales Hospitality Latin America, Southern &

Eastern Europe

T+32 3 458 05 82

valerie@serax.com

Aurélie Hurlet

Press Manager M +32 3 458 05 82 aurelie@serax.com Siska Vandecasteele

Photography www.sispict.be

Marc Wouters

Photography

www.marcwouters.be

Serax

Concept & Design