

PURE

by

PASCALE NAESSENS

for

SERAX

While everyone stayed home during the national lockdown, Pascale Naessens withdrew into the cocoon that is her workshop. She spent many days and nights there, away from the outside world, which seemed to become increasingly frightening. "I focused on creating new tableware", says Pascale. "In hindsight it was a very strange, albeit productive period". Pascale did not have to conduct that many experiments to create her new azure tableware. "It was all there already. We had been on holiday shortly before the confinement started and every night, I would lay there thinking about the things that I wanted to design, about the shapes and the colours. By the time that I was ready to get started, I had already designed an entire collection in my mind. All that remained was to produce it."

While the new tableware seamlessly blends in with the previous Pure collections in terms of its look and feel, the azure colour is definitely an eye-catcher. "This colour pairs so nicely with food even though blue is not the most obvious colour. I spent a lot of time looking for the perfect hue. This tableware strikes that perfect balance between grey, blue, and purple." In addition to the tableware, Pascale is also launching kitchen knives in two different styles: black, sleek ABS and natural olive wood. The ash wood serving dishes beautifully match the wooden spoons in the Pure collection. "All the items in the Pure line can be combined. I love it when everything doesn't look exactly the same, when you mix and match colours and materials. It adds a more personal touch to your table setting."

