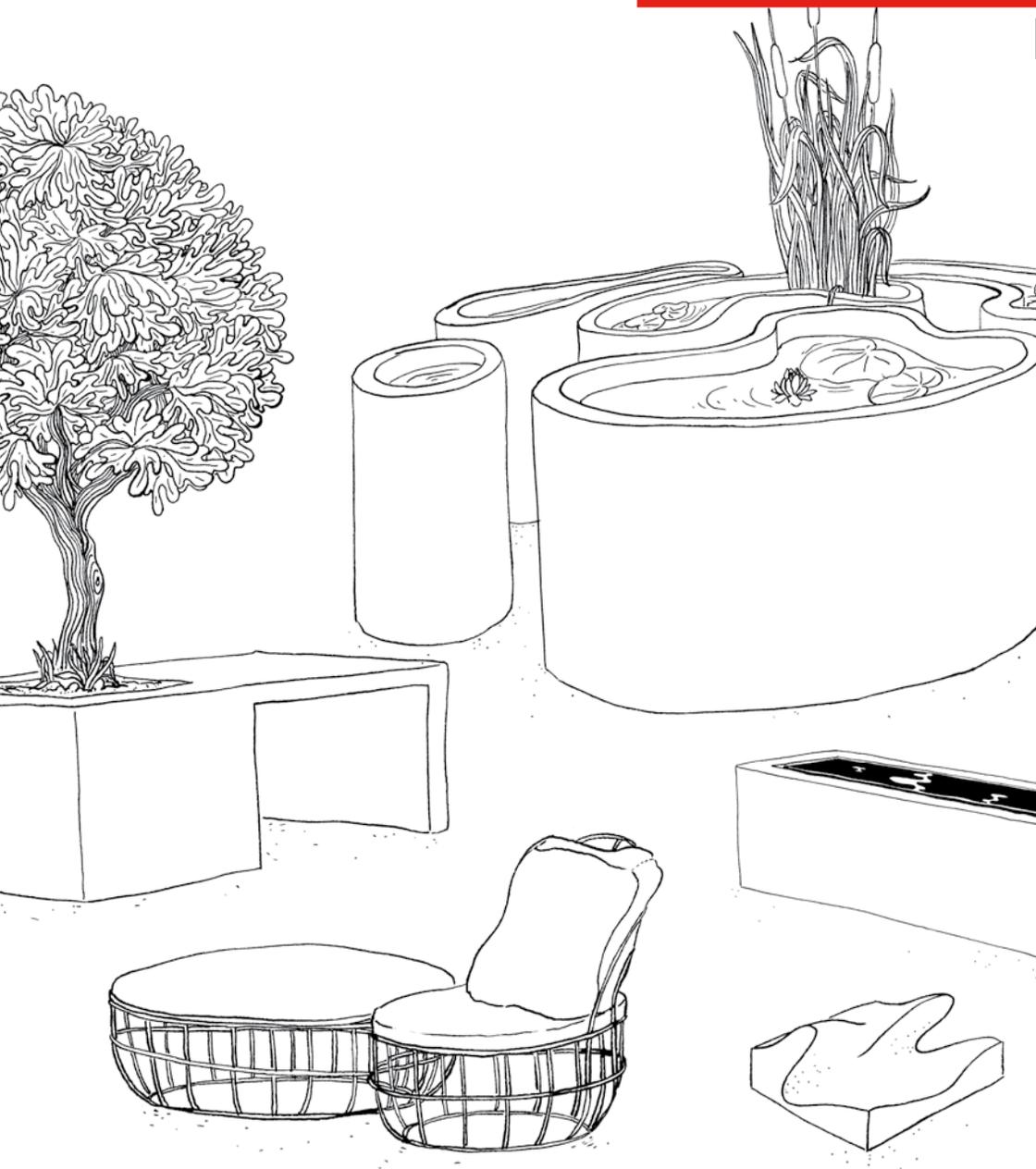


*Precious
craftsmanship
reinvented*

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Precious craftsmanship reinvented

Since they started more than 18 years ago, Domani has set an international standard for high quality pottery in the field of outdoor decoration, made in Europe. The search for new applications, both in colour and technique is Domani's trademark. Here innovation meets tradition. Domani uses the best traditional baking techniques, but at the same time develops new procedures for a spectacular glazing.

This catalogue is a brief introduction of our collections and materials. For detailed information on all our products, please visit www.domani.be

Craftsmanship

Whether using the raku technique, dating from the 16th century, or working with polyester, for its extensive knowledge of materials Domani always returns to the source: craftsmanship.

"First we carefully investigate tradition. Then we reinvent it. The reason for this is simple: we always want to stay ahead of what people expect from us, hence we have to add the unique Domani touch to the material", says **Jan Buelens**.

"An example: traditional terracotta was only fit for the Mediterranean climate. In other weather

conditions the differences in temperature caused the pots to burst. We adapted terra cotta to other climates by developing our own production method."



Gino Van Den Breen



Jan Buelens



Bart Bauweraerts

A word with the founders

Tradition with Domani-DNA

"What's new?" In fact, **Bart Bauweraerts, Gino Van Den Breen** and **Jan Buelens** are not concerned with what is or what isn't new. And yet Domani surprises because of its innovation. "Our motto is to challenge people with new ideas and we always want to do things differently", confirms **Jan Buelens**. "Though it may take several years to develop new ideas, as we invest a lot of time and resources in researching the materials we believe are the best for our designs."

Respect

While Domani is reinventing tradition, respect for the material remains a priority. **Bart Bauweraerts**: "At the end of the 1990's we started to create and commercialize zinc pots. They change because of the weather and that patina is typical for zinc. Next we wanted to introduce colour. For this reason we started with polyester. We chose transparent polyester in order to show the typical structure of that material."

Currently Domani is testing a new material: tolNit, based on cement. "We get more and more orders for public spaces. As a result we had to find the appropriate material for these projects", says **Gino Van Den Breen**. "Concrete proved to be durable, so we developed our own version of that material, enhancing its properties to meet our client's specific needs. TolNit is as strong as concrete but you need less material to obtain the same strength. For this reason it can be used for roof terraces, where weight and resistance are important factors."

Because the material that Domani uses for its designs is crucial, Domani has its own factory in Hungary.

Bart Bauweraerts: *"For us, Hungary is more than a production unit. For the development of our products we work together very closely. Architects appreciate the flexibility provided by our own line of production. They want design solutions which are made to measure. Thanks to our own factory and our knowledge of materials, Domani can meet those very specific demands."*

Zinc





Polyester

How does Domani maintain the balance between innovation and 'classics'?

"When you look around, you discover a lot of possibilities. And we want to test those possibilities. One of our first successful designs was a steel obelisk: a very recognizable form in a completely different material. This combination of recognition and surprise is what appeals in Domani's designs. And this is precisely what you see throughout the history of Domani: the balance between innovation and evergreens."



"There is one constant factor in our approach: doing things differently."



Zinc furniture



Justification

Besides pots, Domani also designs outdoor furniture. “Manufacturing pots is and remains our core business”, clarifies **Gino Van Den Breen**.

“We added polyester and zinc chairs, as well as an outdoor kitchen to our collection. We also sell sails. Why did we expand our range of products? Because quite often pots are the last thing people think about. By offering other kind of products, we give our clients the possibility to choose Domani products much earlier in the process of furnishing their terrace.”

The Domani-DNA is also clearly present in all these other designs. **Jan Buelens**: “Our vision appeals to other artists and designers who want to work with us. In close collaboration with them we develop our vision, sometimes with unexpected results. Yet one thing remains typical for all our products: we give a new form to things, but our designs have to remain functional. We always have to be able to justify why our designs are better than existing ones.”

“We want to challenge people with new ideas.”





Under the sails

The beach at sunset is the perfect setting for a party...or a quiet drink with your friends. Set up the "icebird" sail and friends will join you till the tide comes rolling in!

Domani sails combine graceful models with functional high-tech materials. Quality materials and pure forms guarantee maximum shelter with a minimum of points of support. The translucent sails are waterproof and stormproof.

The sails come in four regular models and guarantee your garden party to become the talk of the town!

Terra Cotta



Whitegold

At Interior Kortrijk Domani will present new materials. Which ones?

"Tolnit and porcelain. We have been experimenting with tolnit for two years. Tolnit is produced with cement and it's the 'Domani version' of concrete. We thought of tolnit when we came to the conclusion that public spaces become more and more active. Tolnit has proved to be a material that is very suitable for lively public spaces. This is how we got the idea of making tiles for squares, gardens or terraces. Because added fibres make the material stronger, we are able to produce thinner tiles that are very strong. Whereas a concrete tile has a thickness of 6 centimetres, our tolnit tiles are only 2 centimetres thick. This makes quite a



difference during transport and offers a considerable advantage in weight for roof terraces. It also creates the possibility to manufacture solid pots with thin sides.

We even pushed our experiment with tolnit a little further by designing an outdoor kitchen in that material. We went much further than the barbecue concept on which most outdoor kitchens are based. Our design was manufactured by a sculptor and has a lot of rounded forms which make cleaning easier. Our kitchen has built-in gas jets, in order to shelter the flames from the wind. We really enjoy the fact that you can use a lot of space for an outdoor kitchen, whereas indoors you tend to limit the space occupied by your kitchen."

And porcelain?

"Even though China still remains the country that first comes to mind when we talk about porcelain, we decided to build our own oven for porcelain in Hungary. Our experts and craftsmen developed a technique to create very thin but solid porcelain pots and tabletops... this combination of tradition and innovation is precisely what we mean with precious craftsmanship reinvented"





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www.domani.be