

PARA

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PAA collaboration with Karim Rashid
deliberately brought together two different
experiences, two different cultures. PAA is used
to a Nordic restrained elegance in design,
but Karim, whose motto is «Global Love»,
brought project into an unusually
free and creative world



PAA's roots are in manufacturing, but our passion lies in creativeness.

Over the 30 years, we have grown in technological competence.

Our products are hand-finished to the finest perfection.

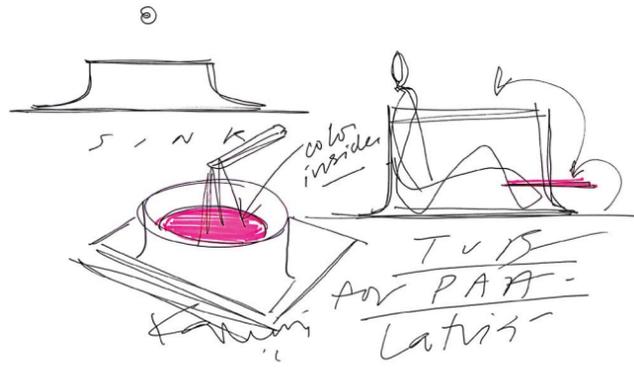
Artistic communicative language complements

our appealing and nuanced products.

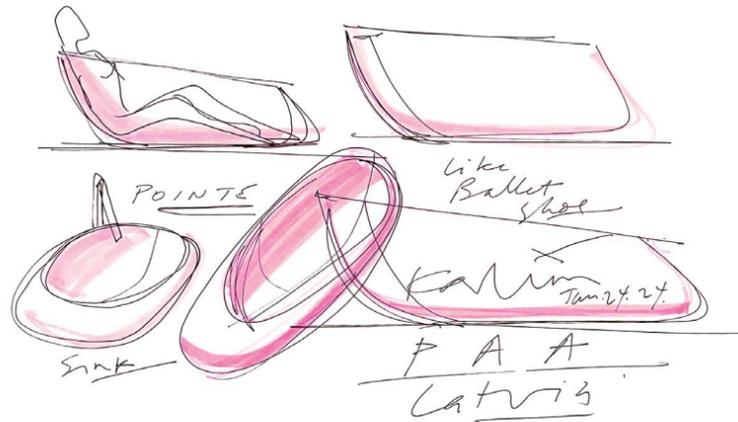
We create baths for a deeply personal pleasure.

Peteris Treicis
founder and CEO of PAA





Karim Rashid is one of the most prolific designers of his generation. Over 4000 designs in production, over 300 awards and working in over 40 countries attest to Karim's legend of design.



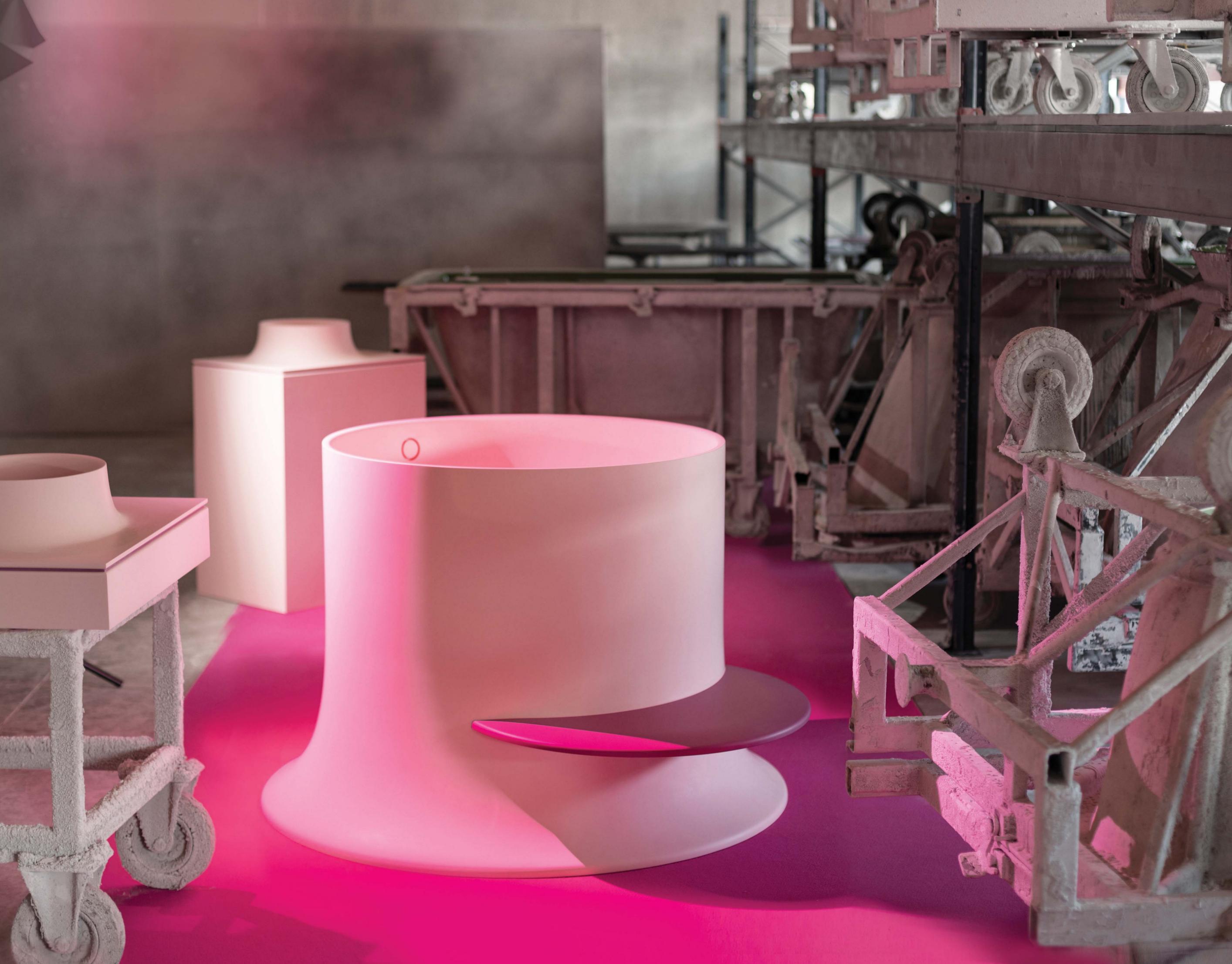
“Design is not a superficial act, it's not about just style for style's sake, it's about making life more interesting, more inspiring, and better functionally. We all come in touch with around 800 objects a day on average. So you imagine all these things you have in your life, how they have an impact, an effect on you mentally, physically, physiologically, and spiritually. Objects have energy, these things are either positive or negative. Things around us are either obstacles or a betterment of society. Design's agenda is the betterment of society.”

Karim Rashid



"The sketches I created with PAA have been swirling around in my head for 30 years, shaped by the idea of a comfortable, supportive, and encouraging bathroom environment, PAA is a company, determined to innovate, made some very nice things, and to me I'm very respectful of that..." says Karim Rashid.





Alba

ALBA collection - when the baseline of a rectangular form rounds into a circle,

sculptural minimalism is born. A sun rises on its horizon

and draw you into wholly relaxing experience.

It stirs feelings of a waking new day, the welcoming threshold

of a fresh beginning, or the perfect purity of thought and form.

It is a dedication to the beginning of a new day,

a celebration of sunrise.



Made to Measure washbasins Alba Ø 300, Ø 350 mm, Silkstone



Bathtub Alba Ø 1200 mm, h = 820 mm, Silkstone, 156 kg, 318 l



Pointe

The futuristic silhouettes of Pointe are Rashid's homage to ballerinas, who defy gravity with elegant ease, and especially to his daughter, who is passionate about this art of movement. The organic shape of the Pointe bath redefines conventional silhouettes and gently cradles the human body.

«In the bathroom we are at our most vulnerable — naked and alone — so everything in this space has to be safe, soft, smooth, and rounded, without sharp corners. It needs to be an environment of relaxation and calm»
says Karim Rashid



Washbasin Pointe 555 x 375 mm, h = 182 mm, Silkstone



Bathtub Pointe 1500 x 720 mm, h = 675 mm, Silkstone, 83 kg, 241 l



Alba



Pointe





The PAA team's ability to boldly
create outside the "risk-free" zone is
a testament to the global potential
of the PAA brand.

Karim Rashid



www.paabaths.com