

## RAAQUU launches world's first Ceramic Vase collection with collectible NFTs

A traditional craftsman now moves into the 21st century!



**Terengganu, Kuala Terengganu, Sep 27, 2021 ([IssueWire.com](https://www.issuewire.com))** - RAAQUU, a brand of ceramic art from Malaysia owned by Adil Ghani launches its first [Art Series Ceramic Vase collection](#) and digital Non-Fungible Token (NFT) collectibles.

[RAAQUU](#) is a ceramic art brand founded in 2020. Manifested from the inspired mind of ceramic artist Adil Abdul Ghani, RAAQUU intends to make the magical world of Raku ceramics more accessible to ceramic lovers all over the world. Almost 15 years ago, Adil was enamored with Raku pottery while undergoing a ceramics training program in Japan. He made a daring step to hone his expertise in all things Raku and the result of that decision is RAAQUU. In 2019, the COVID19 pandemic severely affected the livelihood of artists and artisans around the world. Adil was also not spared. It was then that he decided that something must be done to ensure that his business survives.

"After working on my craft in Malaysia for 15 years, change is required to stay relevant. Digital is the future, and we must keep an open mind to the possibilities" - Adil Ghani.

Raku ceramics are special because of the unpredictability of the Raku firing technique. Raku firing is done in an extremely hot kiln and then removed while the ceramic piece is still red-hot or molten.

Immediately after coming out of the kiln, the ceramic piece is then placed in a reduction chamber – usually a simple metal bin or container – filled with sawdust or paper. The extreme heat from the ceramic piece then ignites the combustible material in the reduction chamber, which is then sealed for a while. What happens inside the reduction chamber next is the key to the unique and unpredictable colors and patterns of each raku ceramic piece. This makes each ceramic piece one-of-a-kind – no two pieces can be the same.

This concept of being unique is tied in with the fundamentals of Non-Fungible Tokens (NFTs). After months of research, Adil selected [Opensea.io](https://opensea.io) as his platform of choice due to the ease of use and large user base to mint his NFTs. He has chosen a 360-degree video of each Art Series vase to be published as NFTs on this platform. Each Art Series Vase is unique and comes with a unique serial number and a single collectible NFT that is purchased either separately or together with the physical product.

With RAAQUU, Adil is working on establishing his art as a global brand, known for its exclusive and unique ceramic pieces. Flowing together with the new digital age, he hopes to bring a traditional craft form into the digital world with his ceramic work.



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Source : Benchmark Ceramic Enterprise

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