



# CLAY: EARTH REFINED

A Curoq Curated Material Edition

# CUROQ

To the architects and interior designers shaping the future,

Clay is not a product; it is a return — a return to the earth, to purity, and to the honesty of design that breathes with its environment. In your hands, it has the power to become walls that feel alive, textures that tell stories, and shades that shift the very mood of a space. I invite you to see clay not as material alone, but as a consciousness — a design choice that respects both heritage and future, both craft and scale. Together, let us place authenticity back at the center of design.  
— Khan

# Clay for Healthy Walls

A clay wall is a living surface that breathes with its space, balancing humidity, absorbing unseen toxins, catching daylight in soft ripples, carrying the hand memory of its making, and quietly transforming architecture into a healthier, more human experience.





“A wall can be more than a boundary — it can breathe with you.”









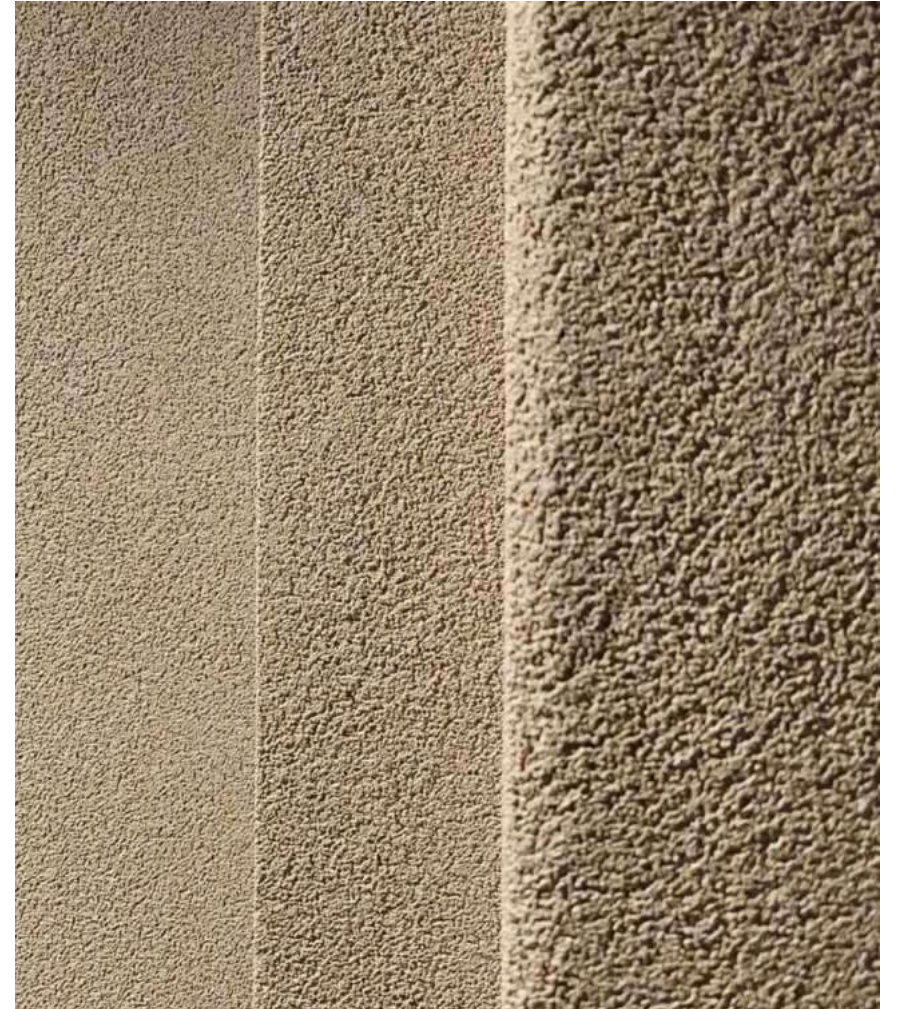
“To build with clay is to build for breath and calm — to give a wall back its life.” — Khan

# Why Health Matters

Through its micro-porous nature, clay allows walls to breathe, regulating humidity, reducing condensation and mould, filtering unseen toxins, and maintaining indoor comfort with no mechanical intervention — making architecture itself the first act of health.





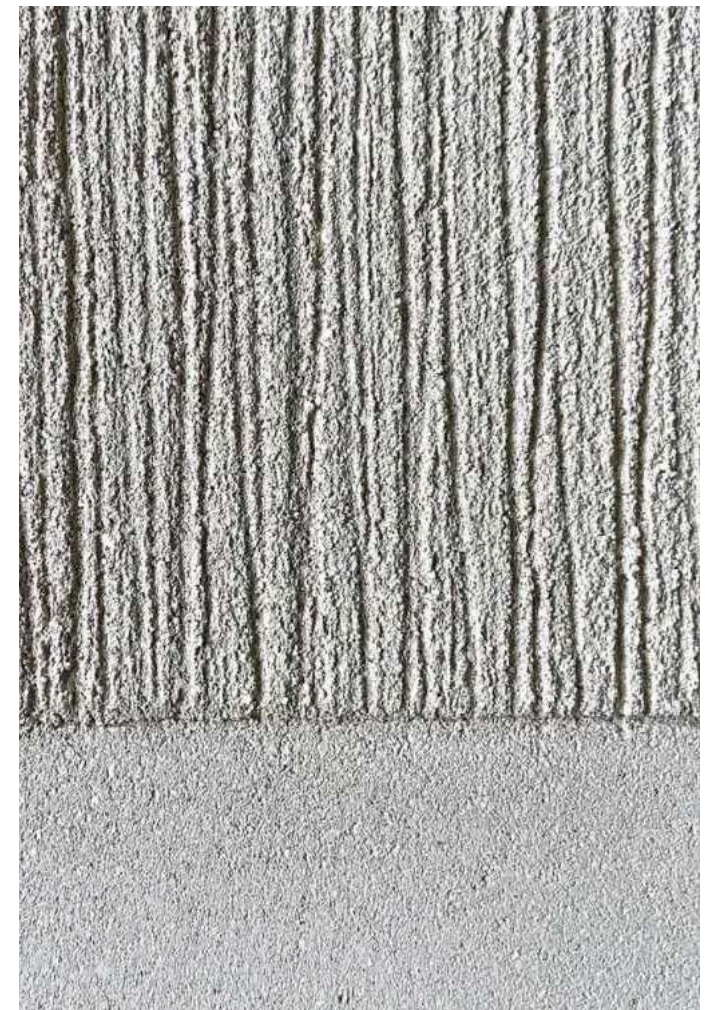


“A clay wall breathes so that we may live well within it.” — Khan



# Texture as Function

In clay, texture is never mere decoration — a smooth surface reflects calm and clarity, while a ridged surface scatters light and softens sound, turning the wall itself into an instrument of atmosphere.







Origami, a favourite Jumeirah neighbourhood eatery and homegrown Dubai concept, now has a new home at The Dubai Mall. The restaurant, launched in 2014 to offer a fresh take on quality-grade sushi in Dubai, has an entirely new look at its recently opened branch.

A project by VSHD

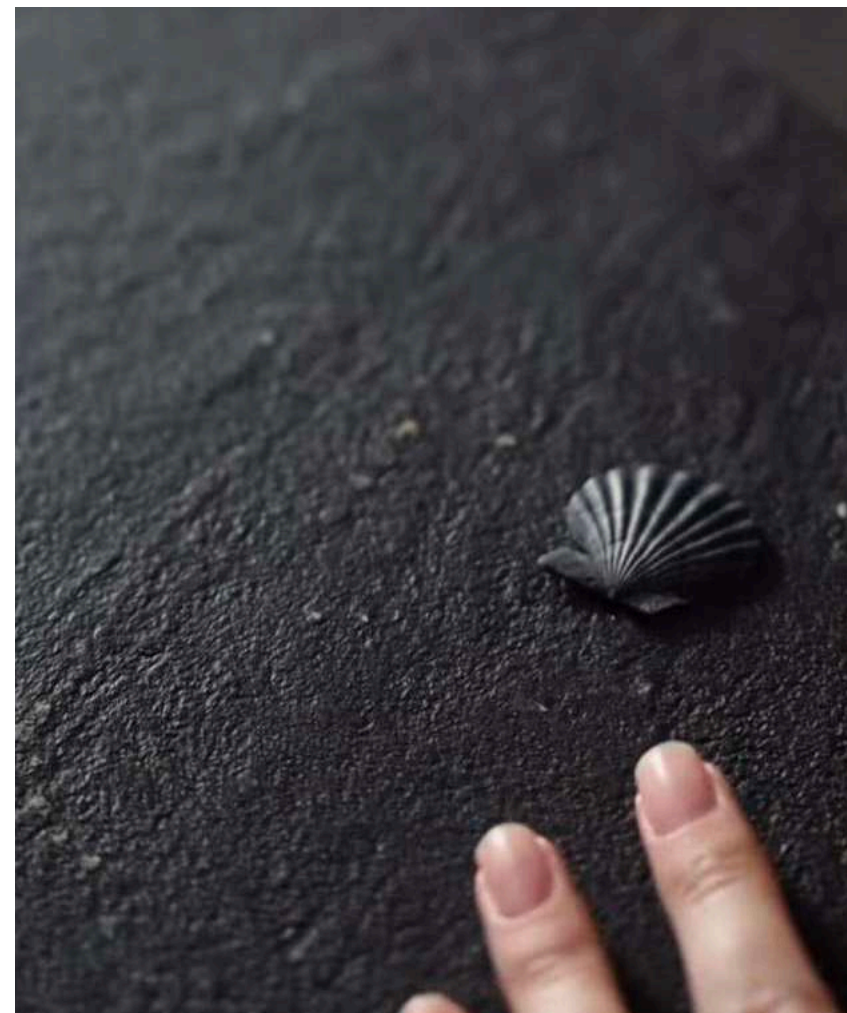
Clear, poetic, slightly architectural, and signed — Khan.





In tones and textures, clay gives space its rhythm.





“Clay is where shadow becomes design, and light becomes memory.” — Khan

# HEALTHY SPACES

“Spaces that hold your breath, not take it away.”

Clay creates environments where acoustics soften, light rests gently on surfaces, and the body feels less strain. Its natural ability to balance humidity and temperature makes interiors that are not only beautiful but restorative — spaces that quietly return wellbeing to the everyday.

ARCHITECTS - FOSTER + PARTNERS



At Nujuma, designed by Foster + Partners, our natural clay plaster complements the shell-inspired architecture and astrology-infused interiors by grounding stone, timber, and metal with tactile warmth, low-impact integrity, and a star-lit sense of place.



DESIGNER - AVROKO AND WIMBERLEY INTERIORS

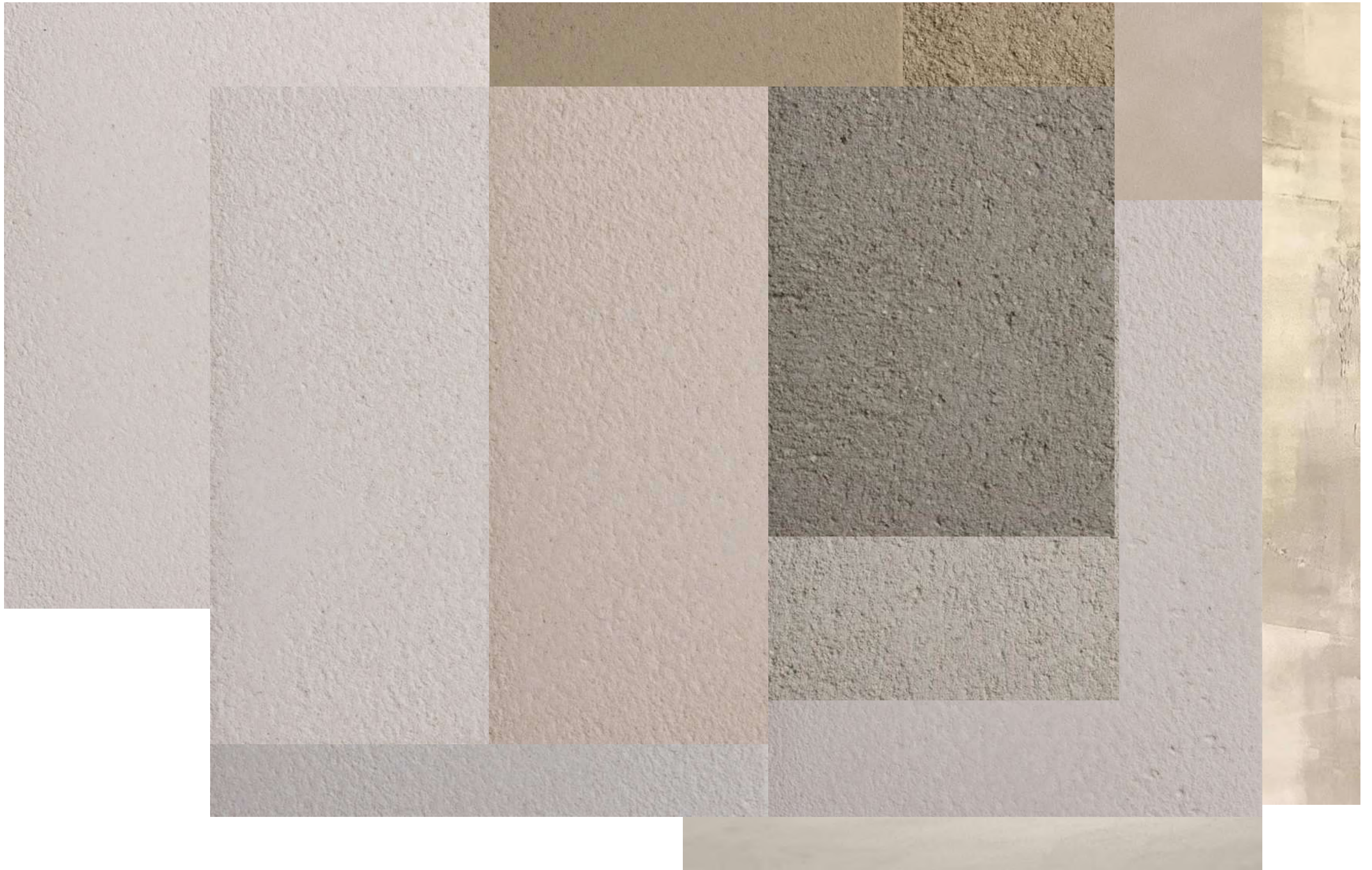


FORBES TRAVEL GUIDE'S BEST OPENING OF 2024 AWARD  
CONDE NAST THE BEST NEW HOTELS 2025 HOT LIST



In the Neyrah Spa and hammam, our purely mineral Tadelakt plaster regulates humidity to nurture calm within, while outside our exterior finish embraces rope-clad yoga pavilions and low-density, lightly placed structures that blend into the Red Sea landscape, protecting its fragile ecology for generations to come.





“To live well is to live in rooms that breathe with you.” — Khan

# CONTEMPORARY DESIGN SOLUTIONS

“From monoliths to rhythms — clay adapts to every vision.”

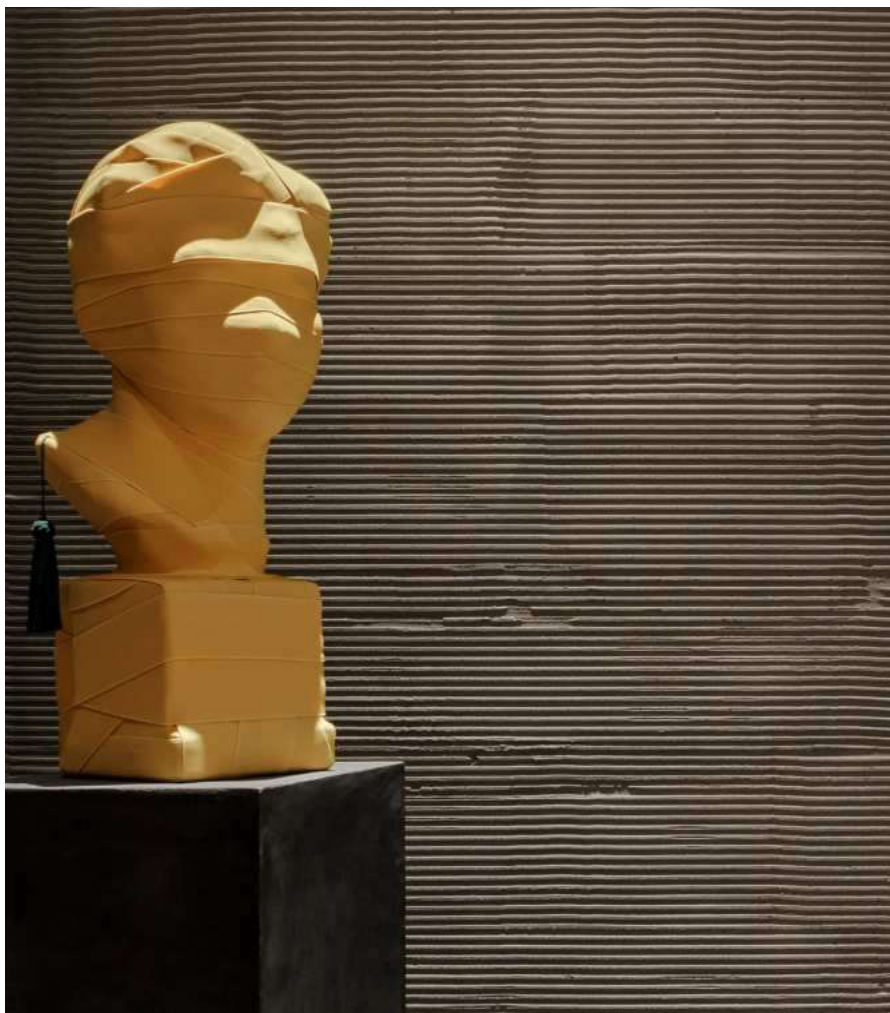
Clay walls are not a return to the past but a step forward, merging the adaptability of modern finishes, colors, and forms with the ability to regulate thermal comfort naturally, reduce dependence on mechanical systems, and embody a design ethos rooted in consciousness and progress.



“Clay is not old; clay is forever new in the hands of design.” — Khan





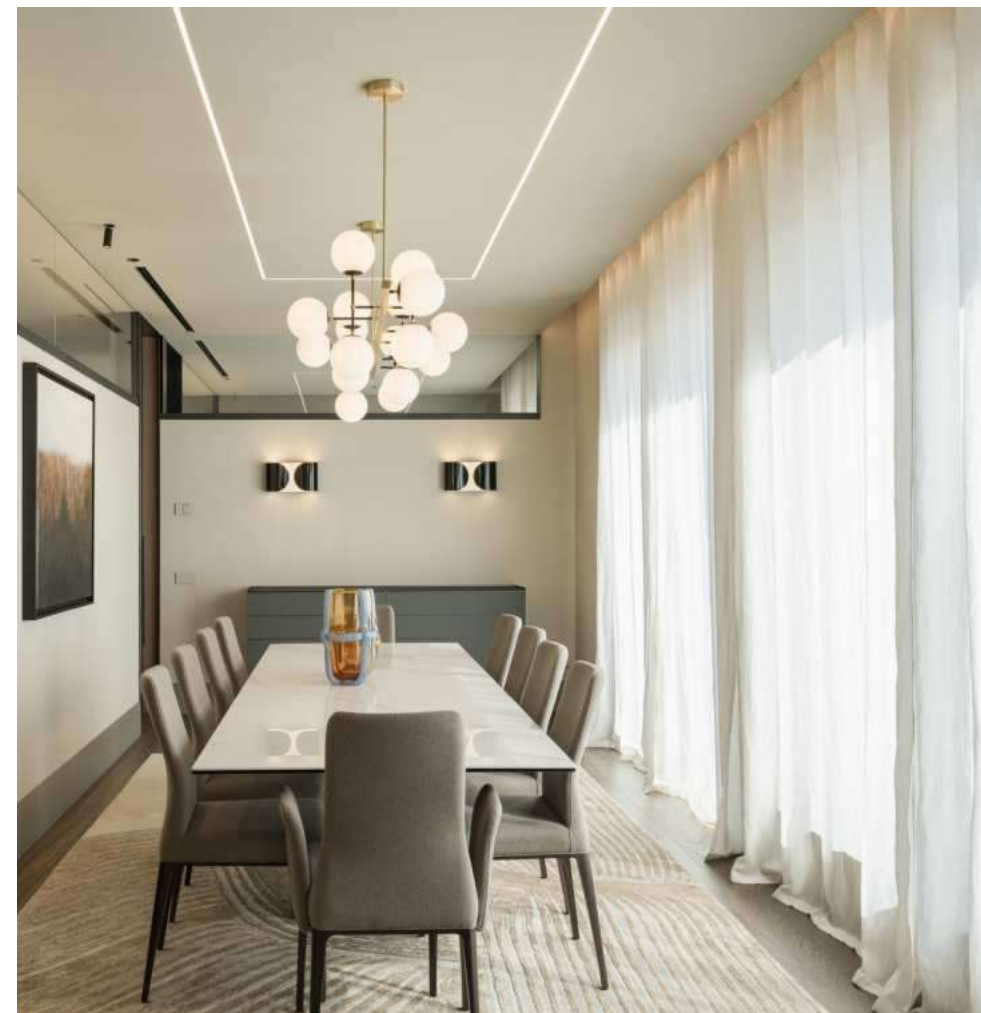




# Modern Minimalism in Clay

Clay, when stripped to its purest form, becomes a refined surface that holds the silence of tradition while answering the clarity demanded by modern design.





Clay finishes for a penthouse in the centre of Verona





“Tradition refined for the present.”



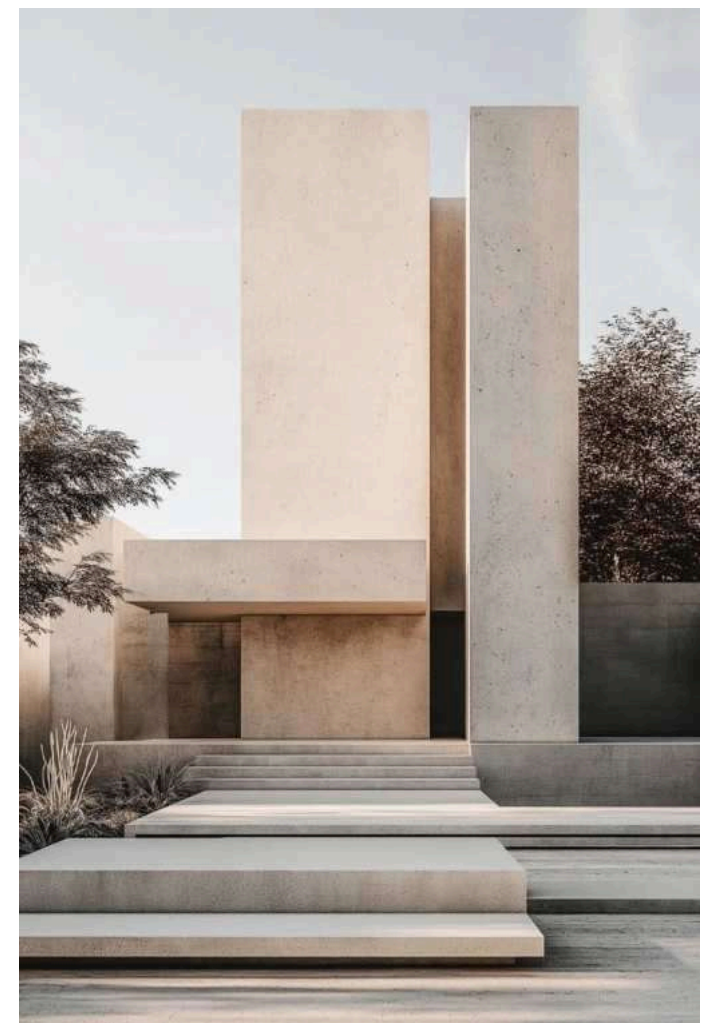


Khan: "Clay does not resist modernity; it completes it."



# Geometry & Form

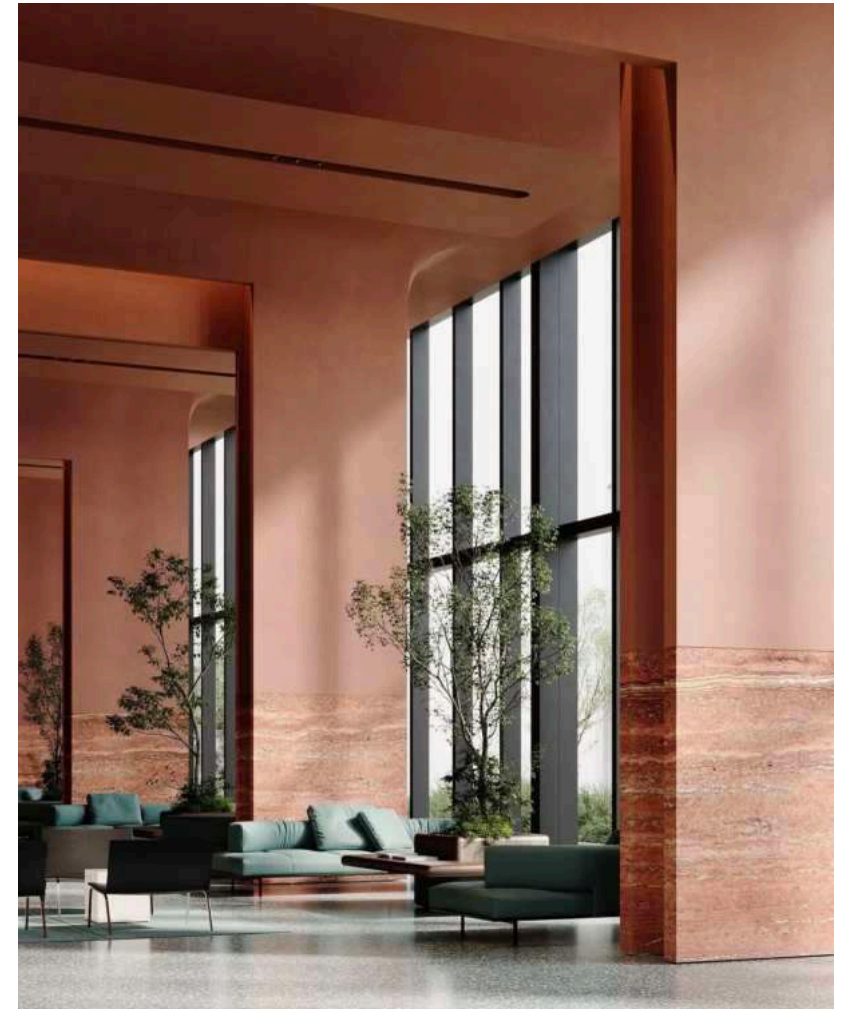
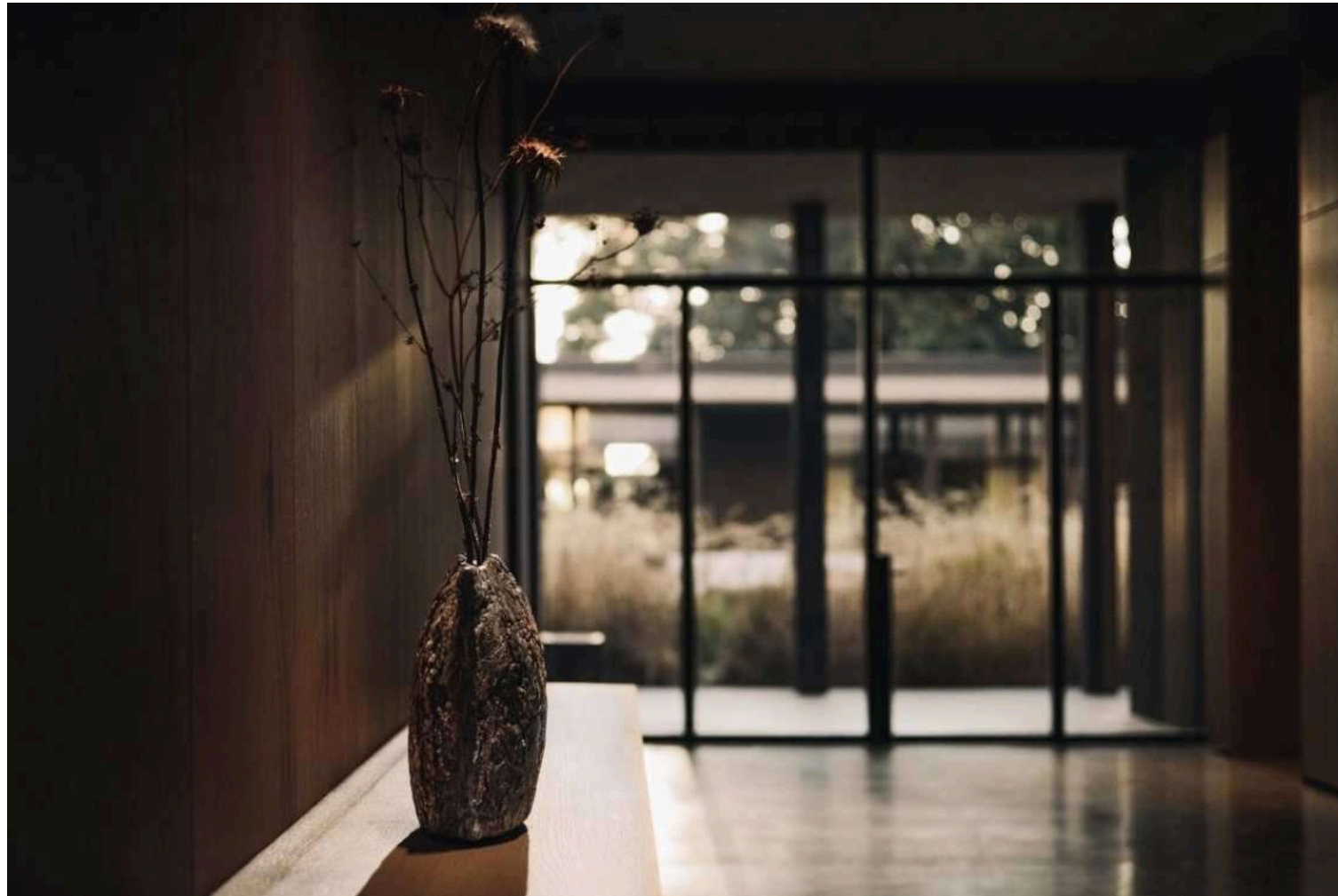
From expansive planes to sculpted curves, clay accepts geometry not as restriction but as rhythm — flowing into angles, arcs, and volumes that frame light with quiet precision.







“Form follows earth.”



Khan: "Geometry in clay is not mathematics; it is music made solid."



# Clay in Large - scale Projects

Scaled across walls, halls, and facades, clay proves itself beyond intimacy — achieving uniformity in tone and strength in structure, while carrying the warmth of earth into the vastness of modern space.

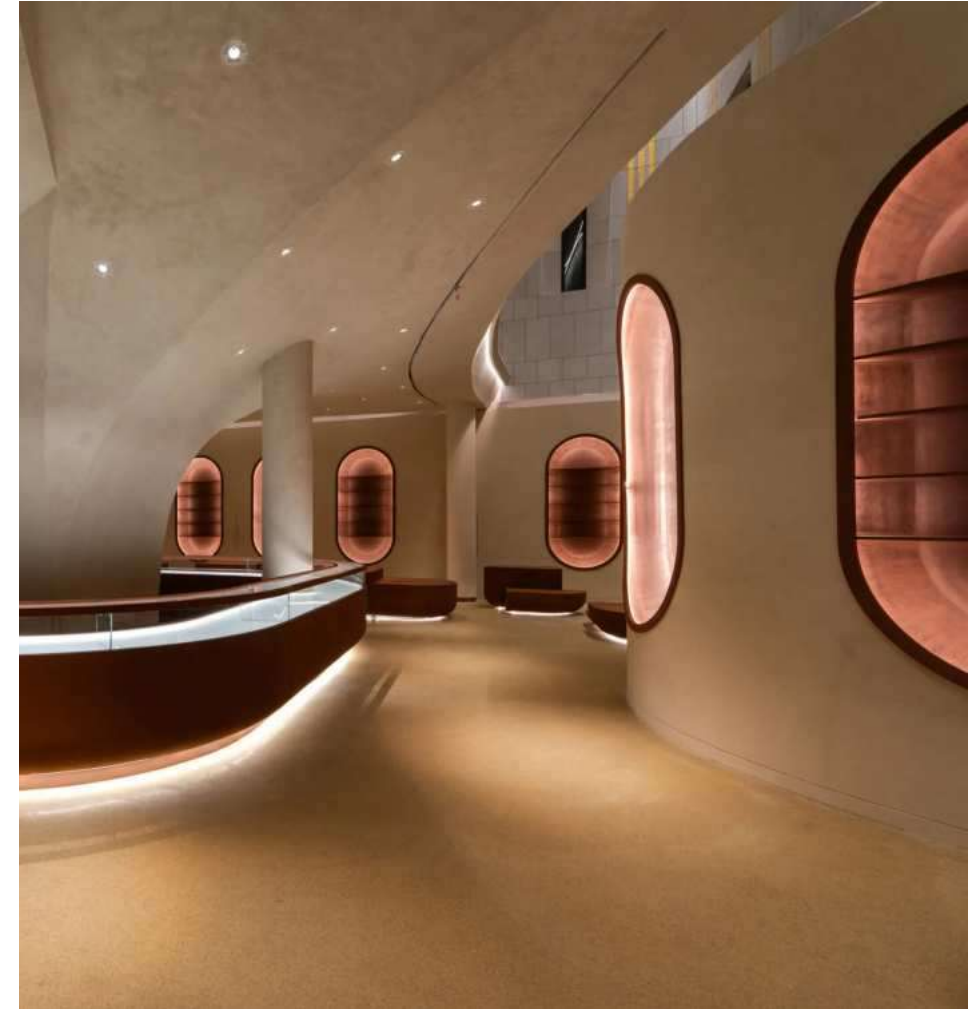




The redesign of the King Fahad Cultural Centre in Riyadh revitalises its role as a hub for Saudi Arabia's cultural life, hosting exhibitions, seminars, and art events.

Drawing inspiration from Saudi culture and geography, our Rammed Earth plaster walls reflect the Tuwaiq Mountains, while the tent-like fabric ceilings in the foyer echo traditional Saudi tents. The design pays homage to Najdi architectural traditions, reinterpreting iconic triangular motifs and methods with locally sourced materials to create a modern space rooted in heritage.





DESIGNER - GIÒ FORMA - BLACK ENGINEERING





Khan: "Clay expands without losing its soul."





Desert Rock, recognised by AD Middle East as one of the world's top hotels for 2025, is a striking fusion of architecture and landscape, carved directly into the ancient granite formations of Saudi Arabia's Hejaz Mountains. Nestled within a five-million-year-old valley, the resort is designed to harmonise with its environment, visually receding into the terrain to honour the site's natural beauty.

Our natural finishes were specified in two key areas: the Basalt dining room, and the spa. In the spa, muted, mineral and timber tones create a serene atmosphere, ensuring views out to the majestic rock faces are not disturbed. In the Basalt dining room, our deep brown rustic plaster offers a luxurious backdrop to fine dining.



ARCHITECTS -OPPENHEIM ARCHITECTURE AND STUDIO PAOLO FERRARI





“The bigger the vision, the deeper the earth.”

# ART LOOKS - SHADES, SHADOWS, TEXTURES

“Earth’s tones, shaped by time and light.”

Clay is not a passive backdrop but a living canvas where shades, shadows, and textures continually transform under light, creating walls that breathe with depth, shift with time, and shape the very atmosphere of space.



# Shades of Earth

From light whispers of pale clay to the depth of earthen browns, each shade becomes a subtle architect of atmosphere — shifting space, mood, and memory with nothing more than tone.





From light to deep, shades shift space and mood







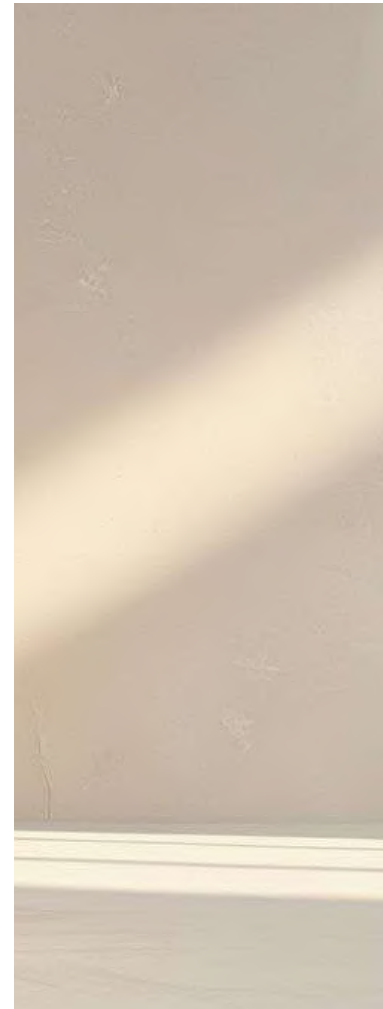
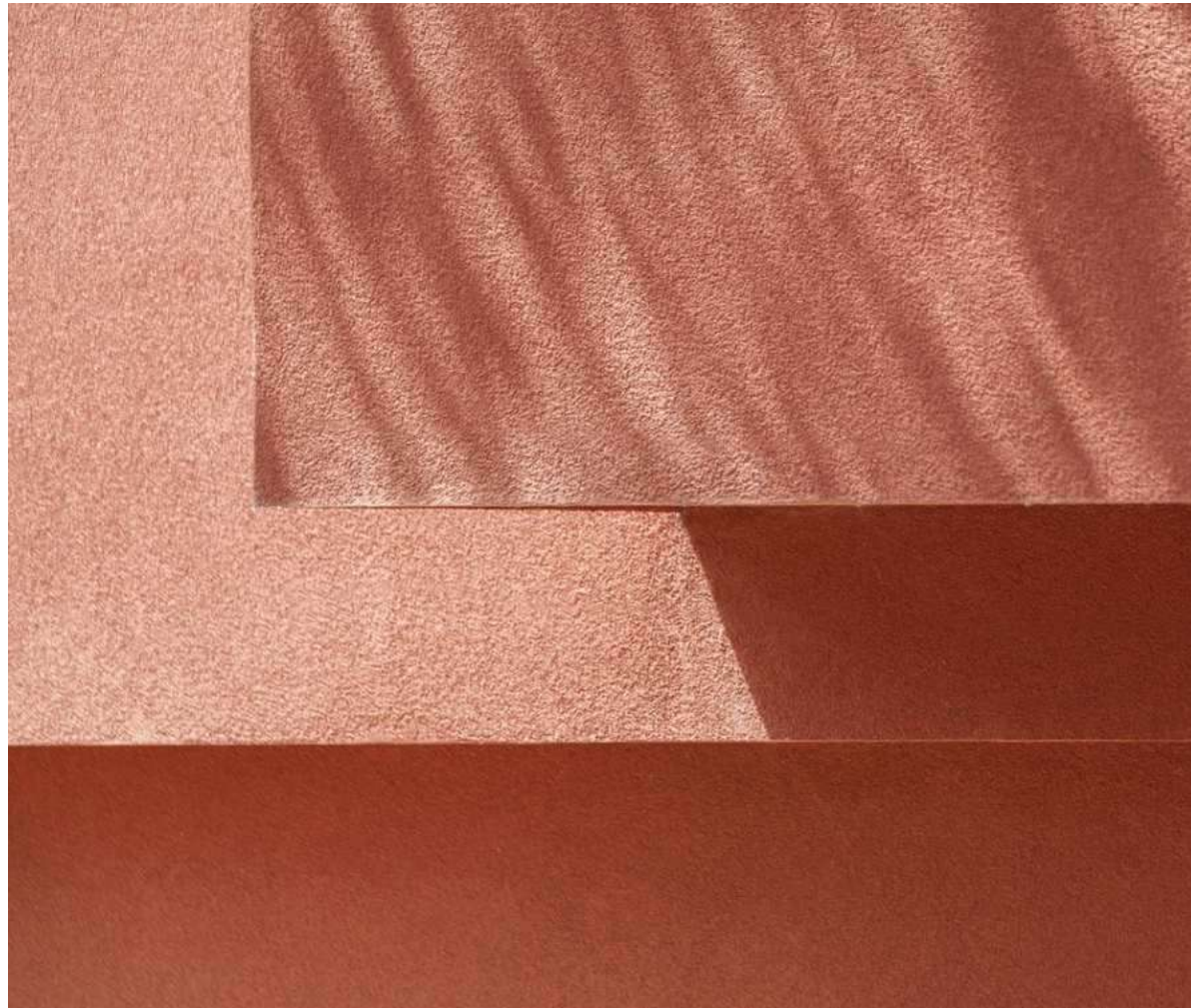
Khan: "Shades are not colours, they are emotions waiting in silence."



# The Dance of Shadows

As light bends across textured clay, shadows unveil the memory of the maker's hand — transforming walls into instruments of time, rhythm, and living presence.





Khan: "A shadow is not absence but evidence of life in design."



# Texture as Art

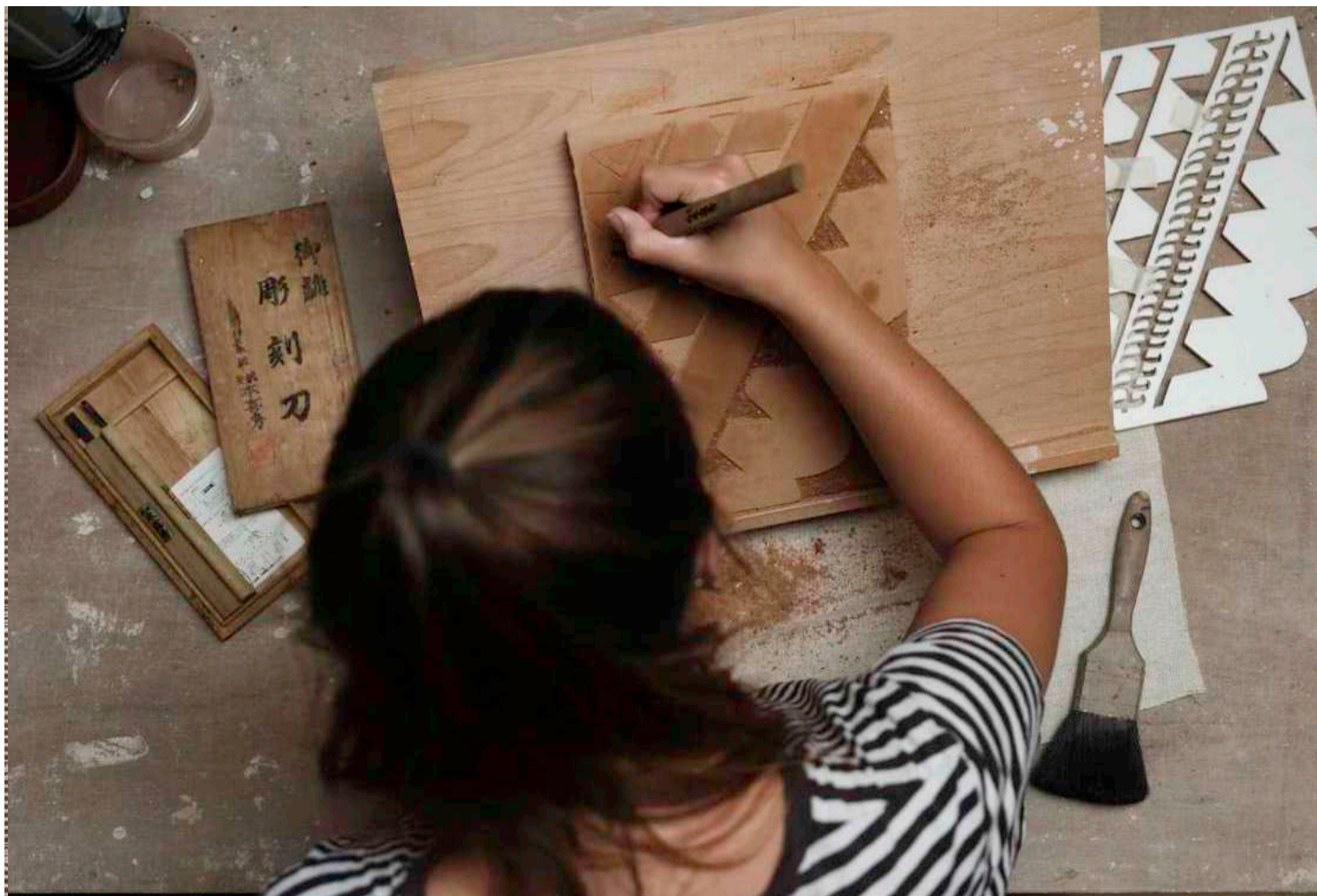
Ridged, brushed, or sculpted — clay's textures are not ornaments but slow stories of earth and hand, where each mark holds light differently and turns surface into sculpture.















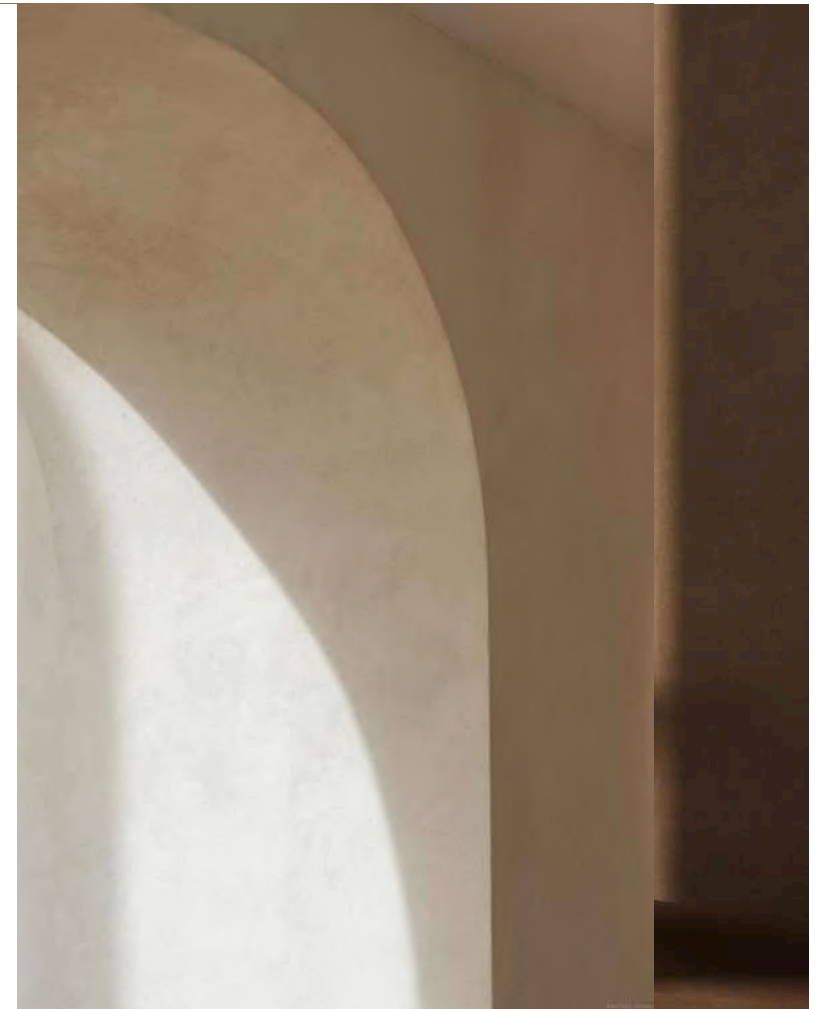
Khan: "Texture is the language where earth speaks to space."



# The Role of Architect

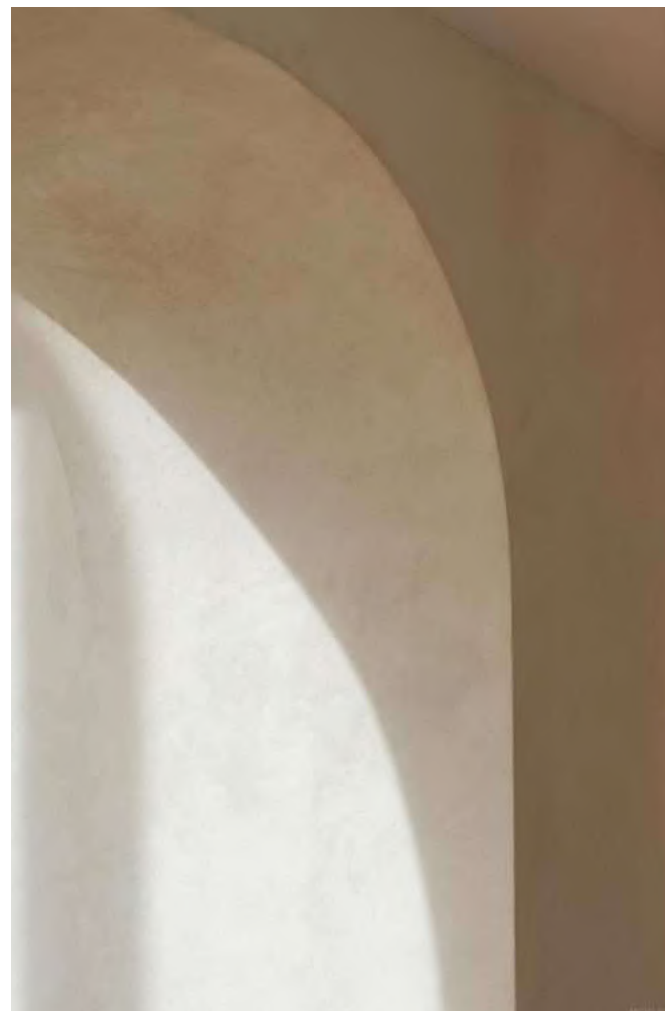
When architects draw with clay, they sketch not only walls but the breath of life itself, anchoring human experience in the permanence of earth.

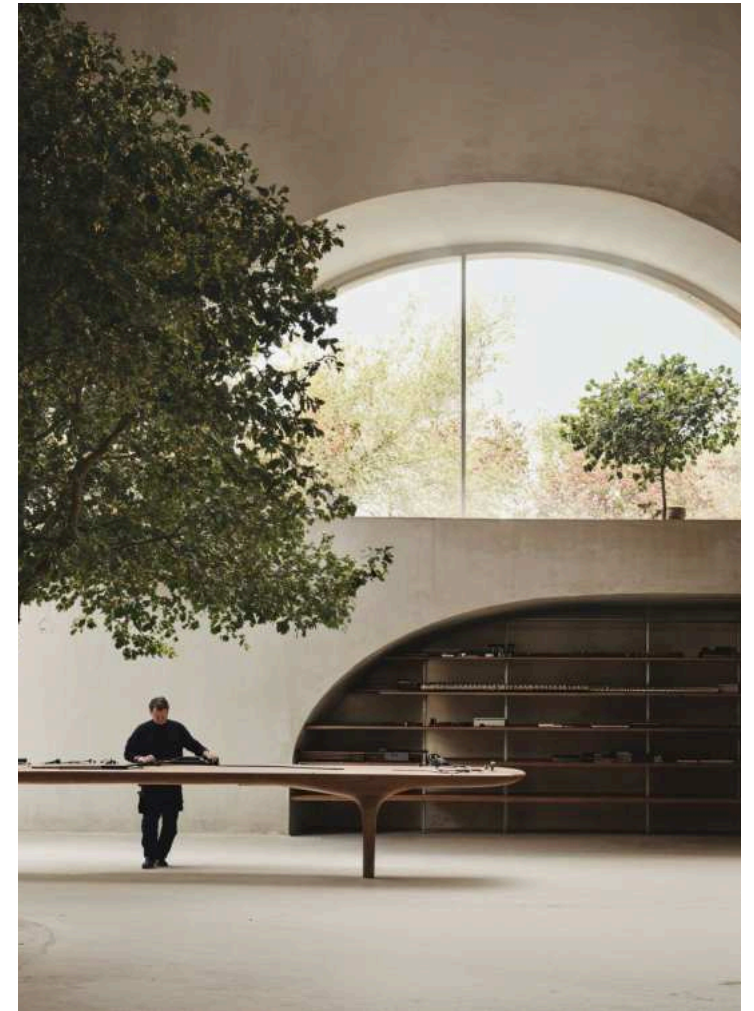
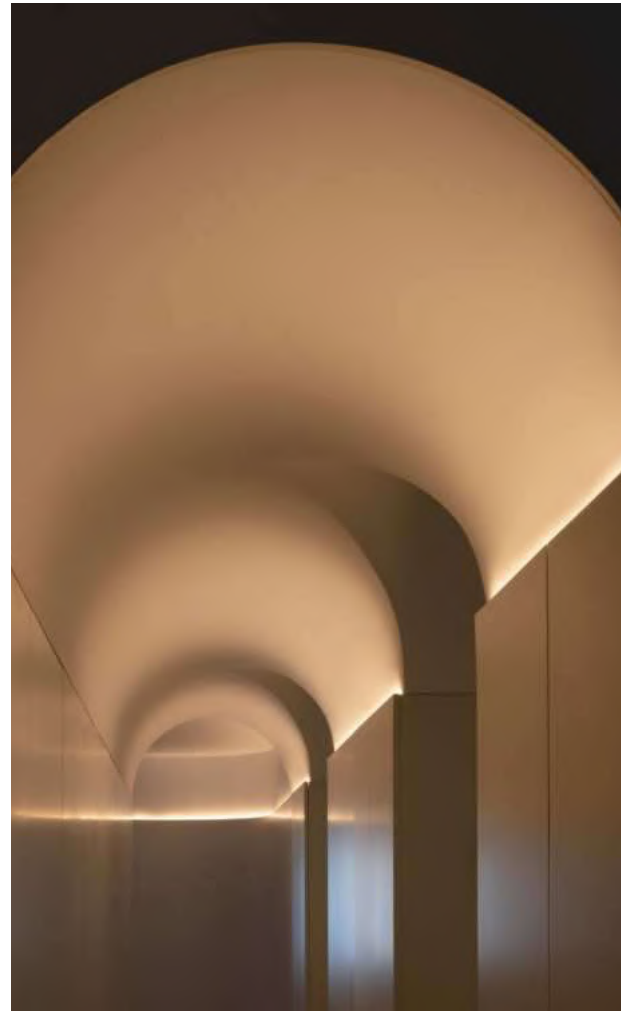
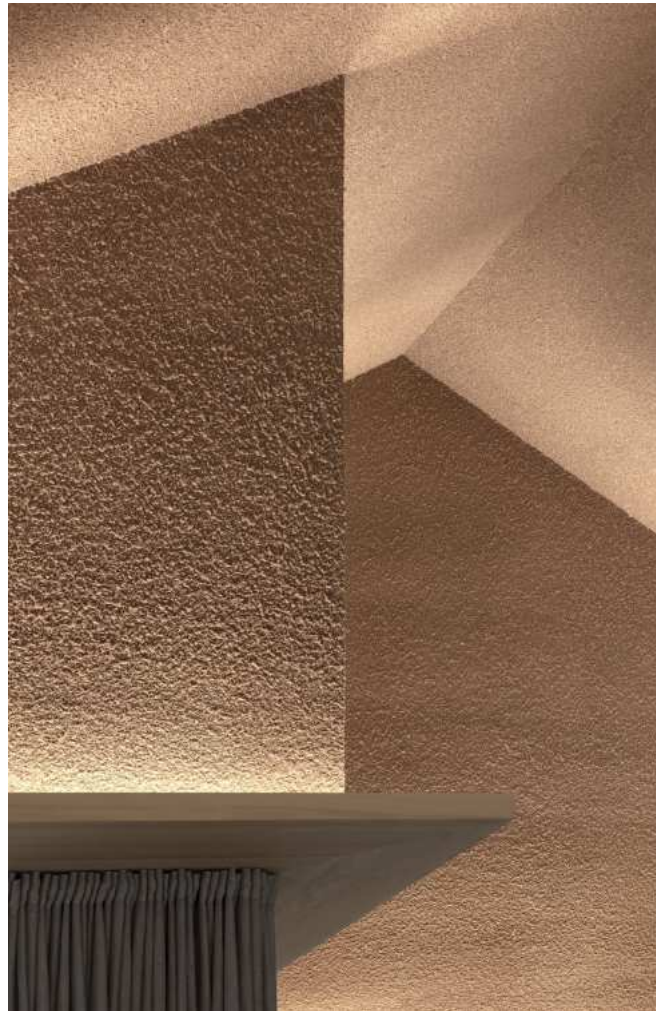




“When architects design with the earth, they design for life.”







Khan: "Clay is not a material in the architect's hand — it is a responsibility in the architect's heart."

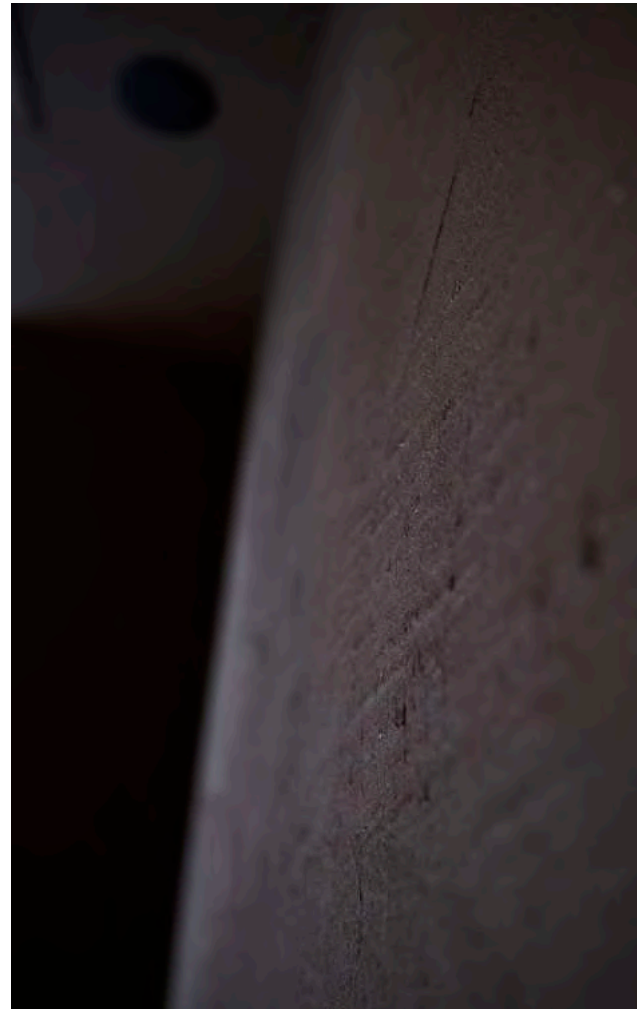


# Material Ethics

To choose clay is to choose balance — a conscious act of design where beauty, sustainability, and integrity converge in one timeless gesture.



“Sustainability is not an option, it is an ethic.”



Khan: “True ethics in design begin with the humility to build with the earth.”





Clay offers unmatched benefits as a low-carbon, non-toxic, compostable, and fire-safe material that passively regulates humidity, breathes with the environment, and remains endlessly repairable, making it one of the most ethical and high-performance choices in contemporary design.



# ARCHITECTS DON'T NEED PRODUCTS. THEY NEED INTELLIGENCE

CUROQ works upstream with architects:

- 48-hour curated responses
- Co-design mood board support
- Bespoke editions of THE CURATED for studio libraries
- Exclusive access to rare and collectible materials



We speak your language — before the project begins.





## OUR OFFERING

# What Makes Curoq Different

### 1. Curated Palettes

Beautiful, Buildable, Buyable

Each CUROQ palette is a pre-matched composition of 3–4 materials — designed by mood, function, and spatial flow. These are not catalogues. These are readymade material poems, ready for your project.

### 2. Custom Material Sourcing

You Design. We Find.

You send the project mood. We build a palette just for it — across textures, tones, surfaces, and objects. From natural plasters to statement basins, we source globally with ethics and taste.

### 3. Limited Edition Objects

Form with Soul

CUROQ offers limited pieces — vessels, basins, stools, sculptures — from artists and makers around the world. All pre-order only, no mass production, no replicas.

### 4. Collaboration with Studios

We Join Your Process, Not Compete with It

Curoq plugs into your project team as a material and mood partner — not a vendor. We respect your process, your clients, and your budget. Curation is offered, not pushed.

### 5. No Inventory. No Waste. No Pressure.

This Is Slow Design

We carry no warehouse stock, use no interest-based operations, and quote only what's needed. The material is ordered per project — nothing extra, nothing wasted

A fluent design dialogue across time zones and traditions



## OUR GLOBAL-LOCAL NETWORK

CUROQ connects global avant-garde with regional resonance.

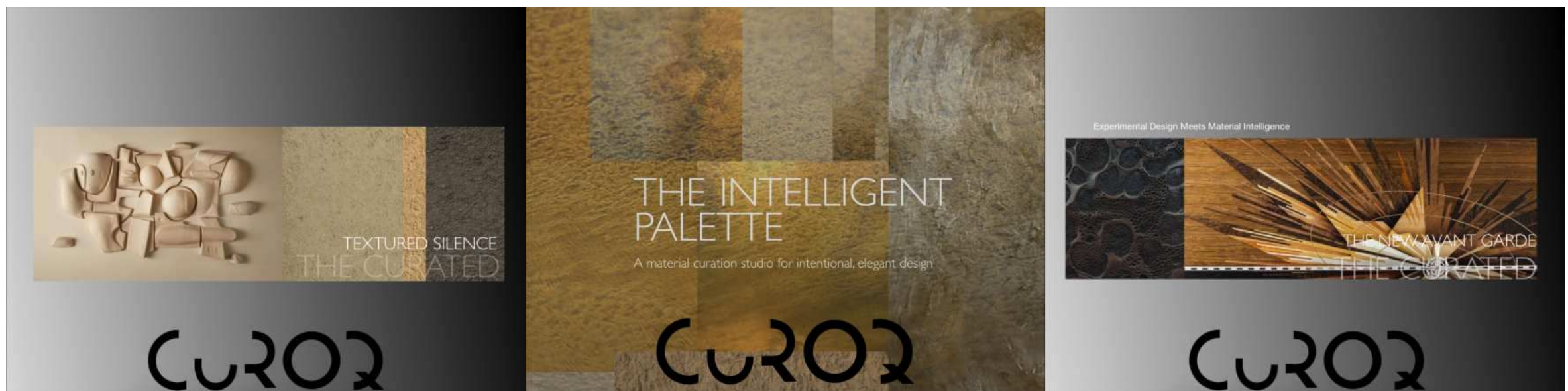


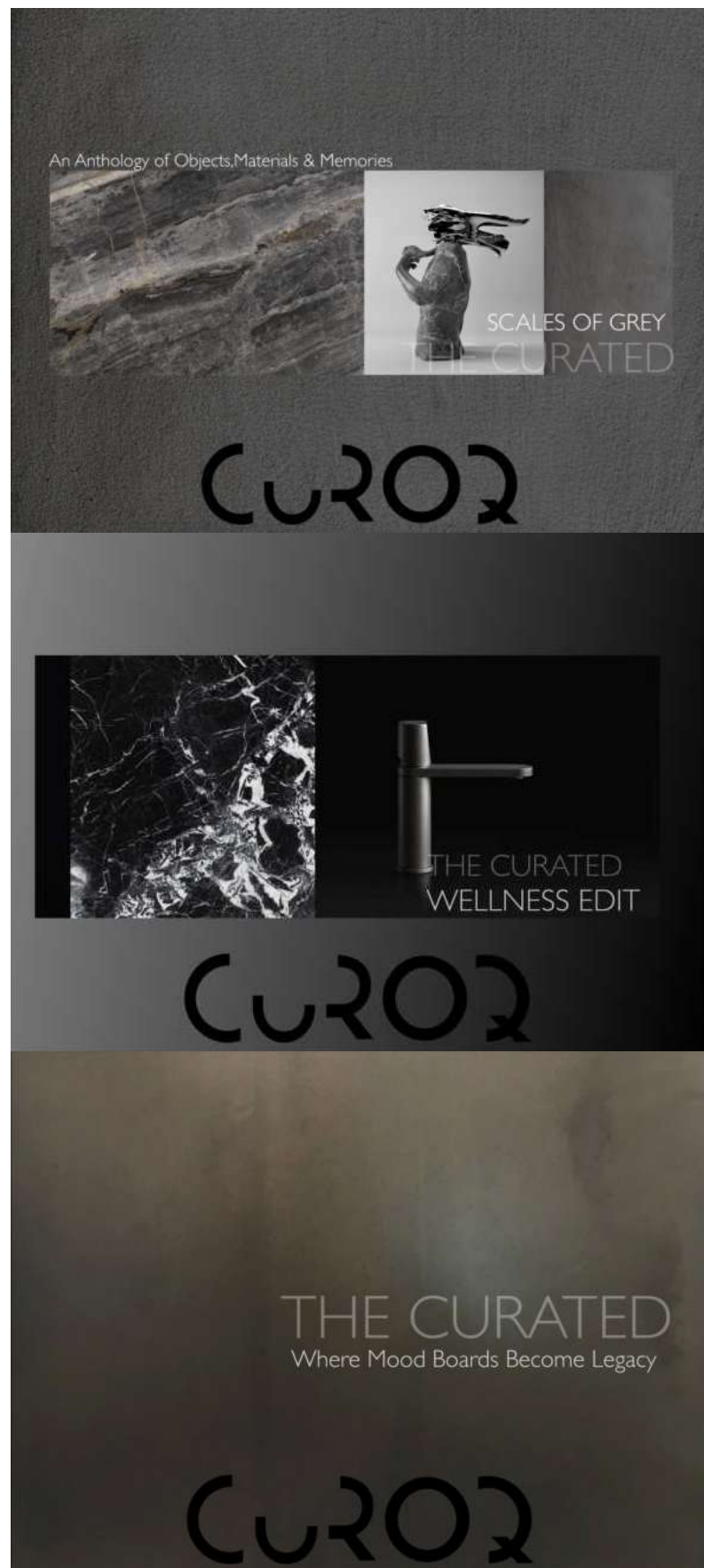
## FOR DEEPER INSPIRATION

Beyond the Palette: CUROQ Look Books

### TEXTURED SILENCE

A study in stillness, mass, and shadow.  
Where stone speaks, and space listens.  
For lovers of minimalism, sculptural scale, and quiet power.





## SCALES OF GREY

An architectural essay in tone, texture, and timelessness.  
Five chapters of grey, from pale to graphite — curated to evoke memory and restraint.

## CADENCE (Coming Soon)

Rhythmic material pairings across wall, object, and space.  
For design thinkers who move with intention.

## WELLNESS BY CUROQ

Water, lime, and elemental grace.  
Vanities, basins, accessories, and spaces that soothe and restore.

## ARTISAGE (Coming Soon)

Limited edition objects and materials by the rarest hands.  
Collected, not produced. Timeless, not trendy



## Material Intelligence: A Note from the Curator

What I have curated here is not about luxury as price, but about luxury as presence.  
You'll find finishes that feel ancestral, yet forward.  
Compositions that are not overly themed, yet deeply intentional.  
Surfaces that can transform the emotional rhythm of a room.  
I believe every wall deserves authorship. Not just treatment.

This is for architects, interior designers, and visionaries who work not with finishes — but with feeling.

Welcome to THE CURATED.  
Let the wall speak.

— Abdul Hameed Khan  
Founder, CUROQ  
Material Intelligence / Designed Emotion

“From the earth, for design.”



Khan: “Clay belongs where design seeks truth.”

Where material speaks, and curation defines architecture.

Engage with Curoq to access rigorously selected surface and material solutions—  
curated for architects who seek authenticity, depth, and precision in design.

CUROQ