



THE INTELLIGENT PALETTE

A material curation studio for intentional, elegant design

CURIO

BUILT ON MEANING

Design is not about more. It's
about meaning

CUROQ is a material intelligence house.
We curate the rarest surfaces, textures, and
objects from across the world — composing
them into emotionally resonant palettes for
spatial storytellers.

We don't overwhelm. We reveal.
Our work is guided by **THE CURATED** — an
ongoing ideology of deep sourcing, timeless
aesthetics, and architectural clarity.

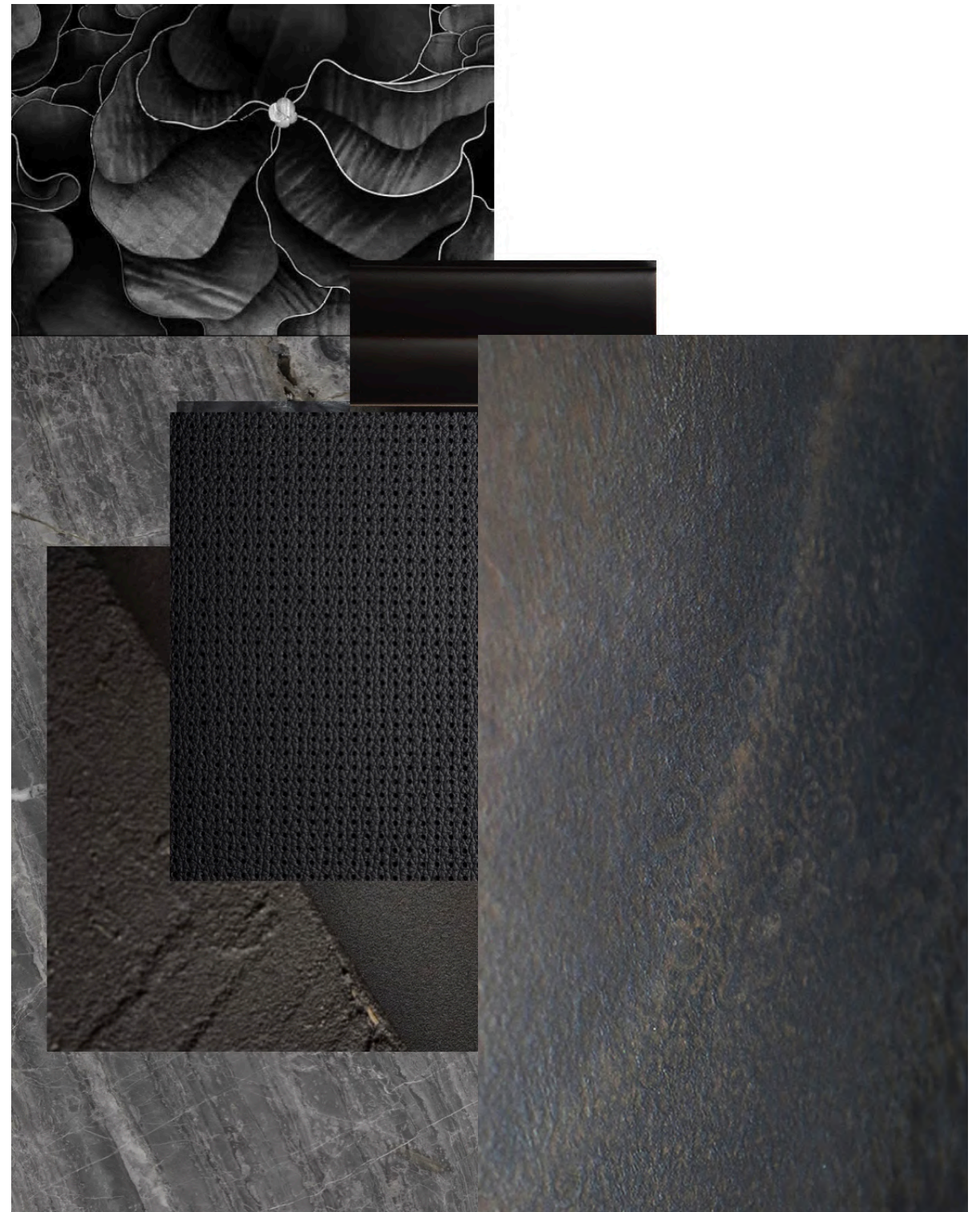
This is not a showroom.
It is a new way to experience material —
intentionally, intelligently, and intimately



OUR OFFERING

What Makes C u r o q Different

We don't sell stock. We offer curation —
refined, intentional, and made for designers
who want less, but better



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

PALE MEMORY

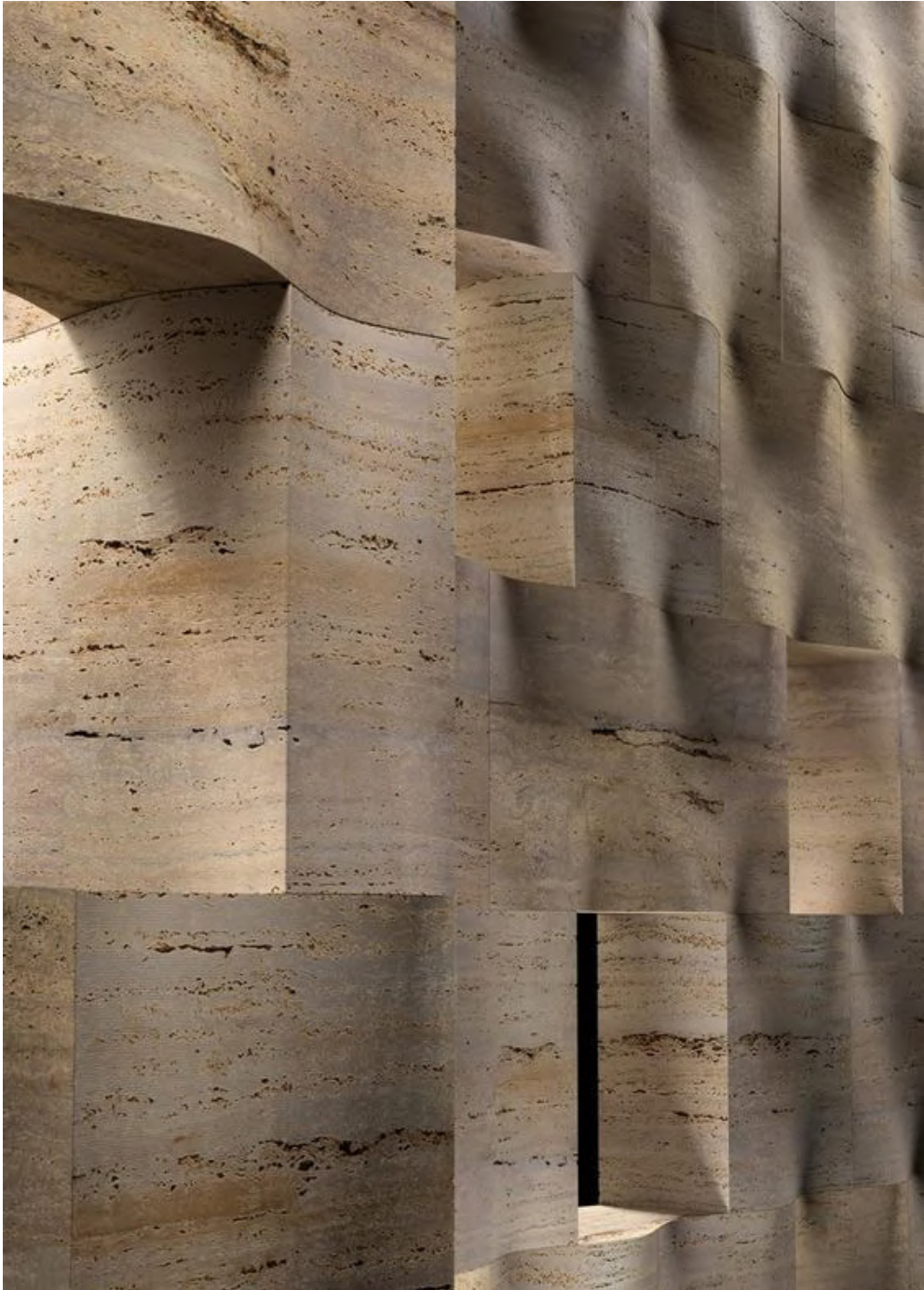
Where time feels still and surfaces whisper.

A quiet composition of clay plaster, ivory travertine, unglazed ceramic, and aged brass. Designed for introspective spaces — this palette softens architecture into emotion.

Best for: powder rooms, lobbies, calm zones
Optional add-ons: travertine object, bronze wall sculpture, matching terrazo.







SANCTUM

Stillness in Blue

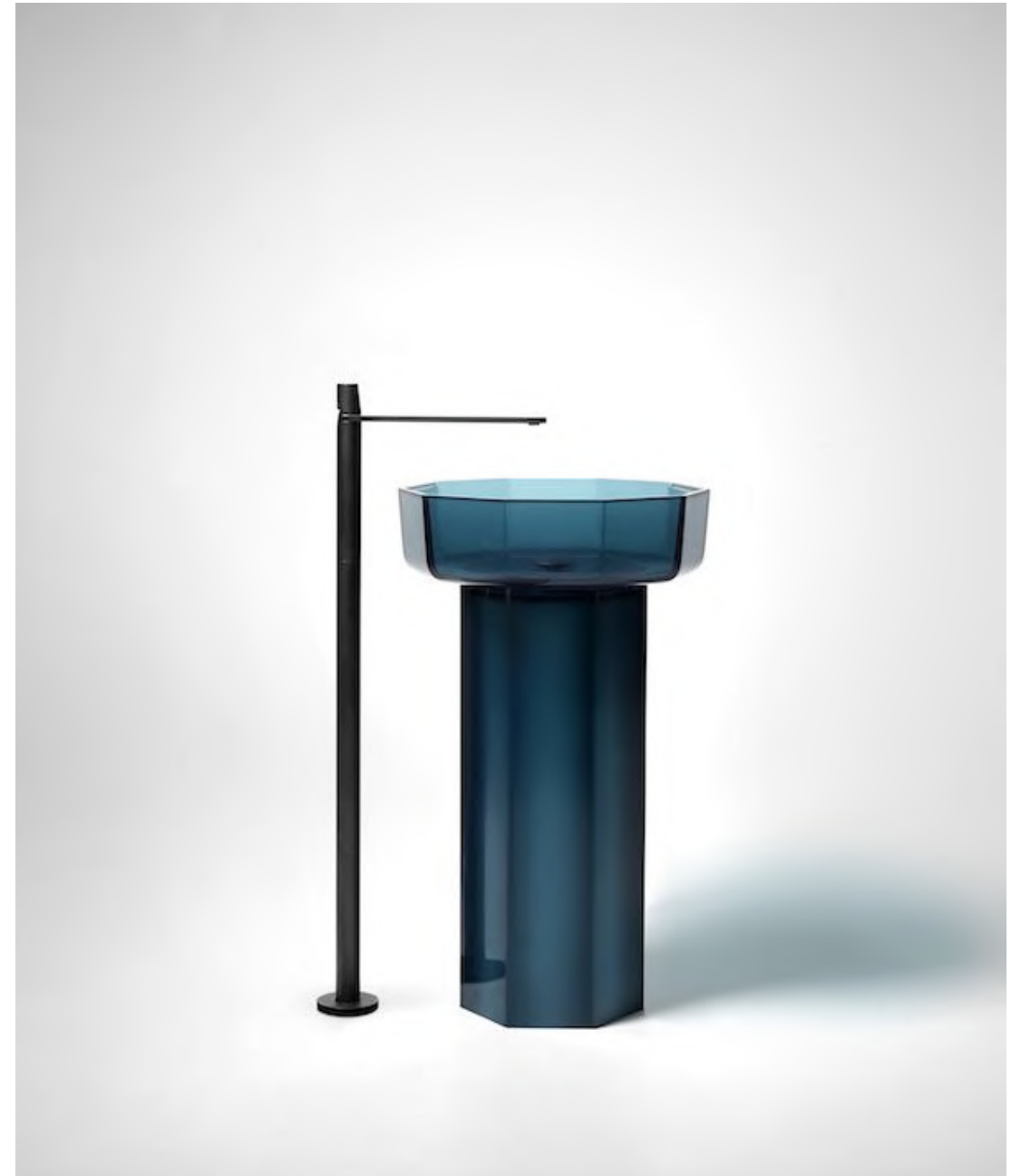
A palette for moments of inner clarity — where water, light, and space converge.

Here, blue is not a colour. It is a feeling — layered in tone, mineral in texture, and pure in purpose.

Sanctum invites quiet.

Matte surfaces echo stone. Soft silhouettes echo ritual. Every element is chosen to evoke a place of pause — not performance.

Let your space breathe in silence, and exhale serenity







WABI WARMTH

Where raw textures meet calm intention.

A grounded mix of ochre clay plaster, reclaimed teak, terracotta tiles, and bone-white ceramic. This palette brings quiet warmth to spaces meant for rest and reflection.

Best for: meditation rooms, soft living spaces, slow cafés

Optional add-ons: sculptural teak bench, clay pendant lights, matching lime finish





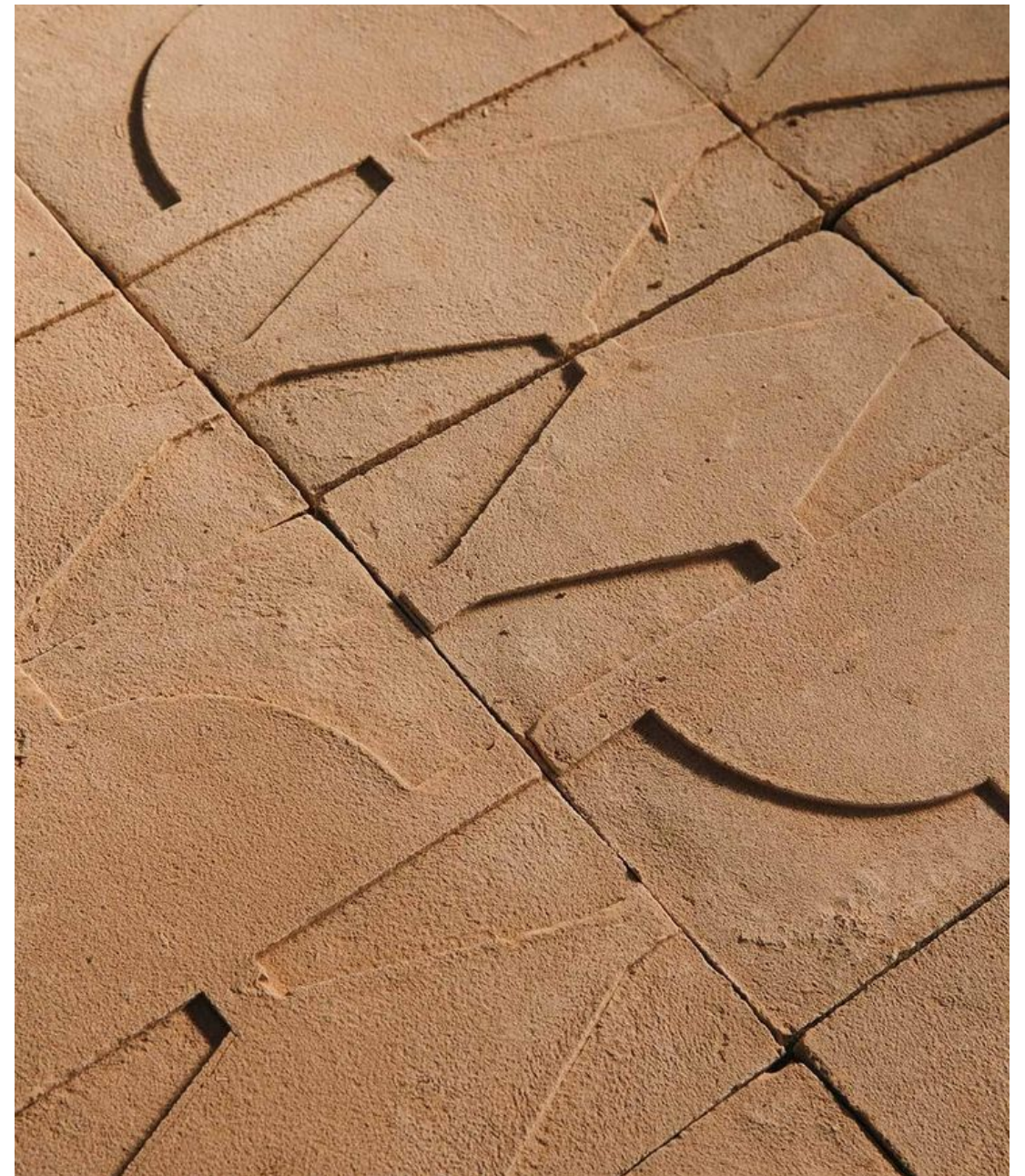


URBAN CLAY

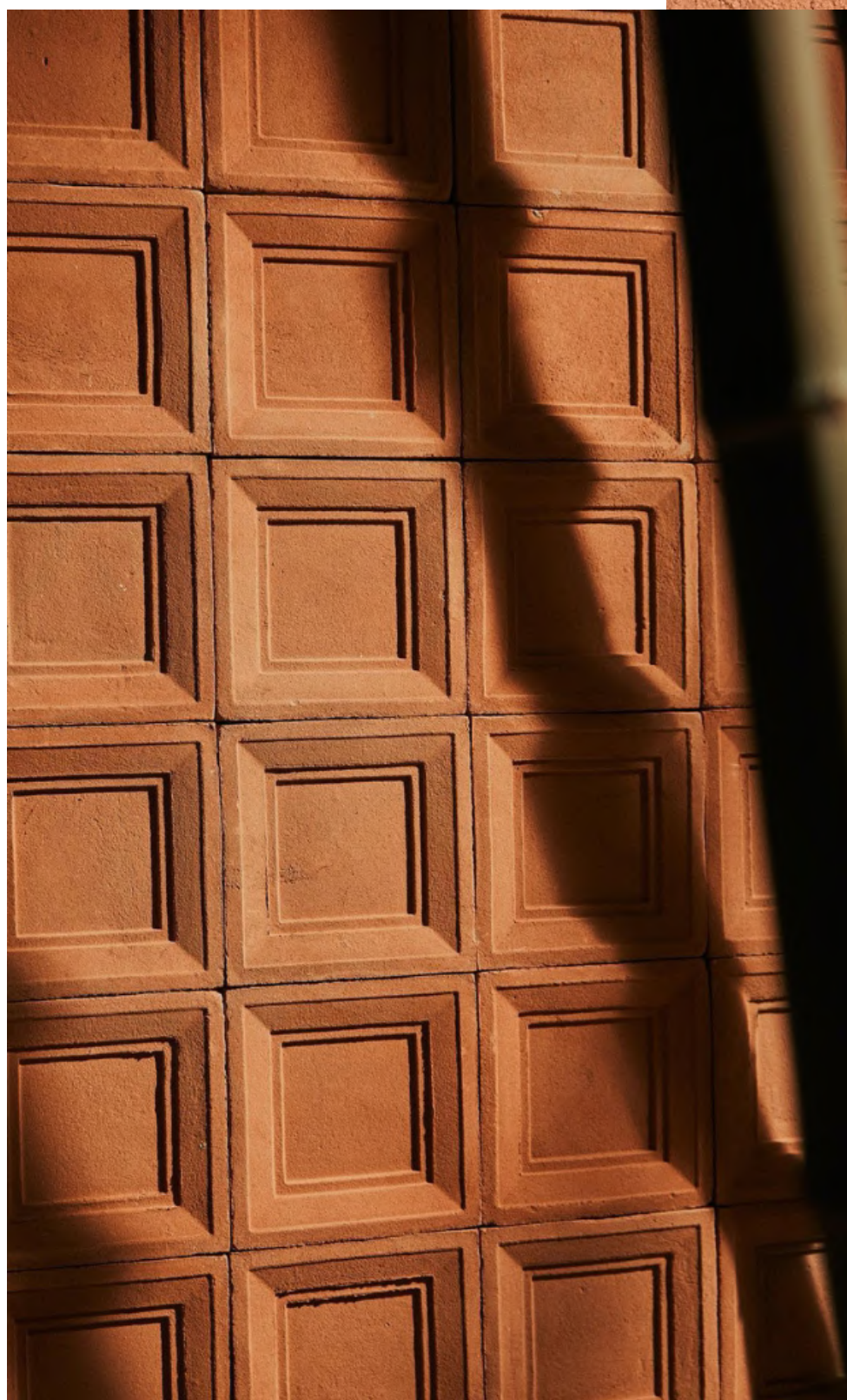
Where material honesty meets modern restraint.

A bold blend of 3D-printed ceramic, grey Clayplasters, brushed steel, and charred cotto. This palette is made for spaces that value structure, edge, and clarity.

Best for: concept studios, progressive foyers, quiet workspaces
Optional add-ons: sculptural wall tile set, steel & clay wall sconce







SILT & SMOKE

Powered by CUROQ SKIN

Where surfaces reveal memory through texture and shadow.

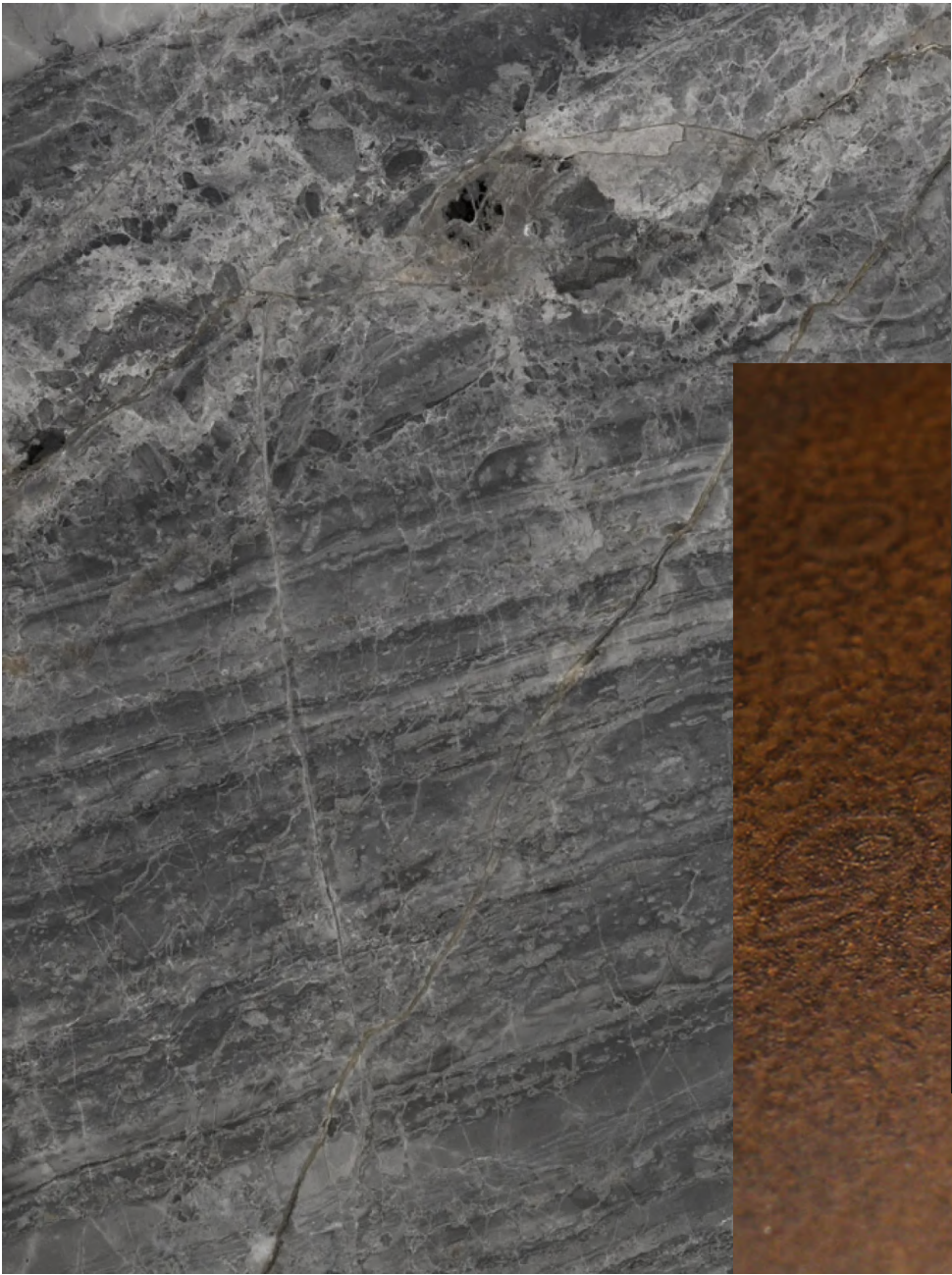
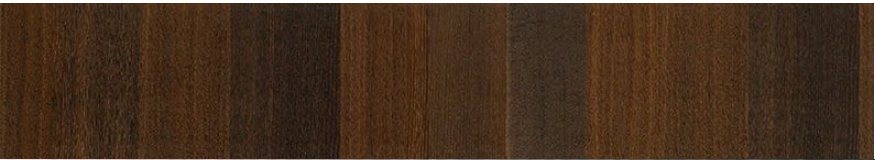
A tactile blend of smoked oak, mineral plaster, hand-rubbed bronze, and silt-toned stone.

This palette is drawn from CUROQ's **SKIN** collection — highlighting layered materials that age gracefully and respond to light, touch, and time.

Best for: reading lounges, tasting rooms, boutique sanctuaries

Optional add-ons: smoked wood pedestal, blackened brass insert, floor-to-wall material wrap.







DESERT SKIN

Powered by CUROQ SUSTAINABILITY
Where conscious materials meet soulful tone.

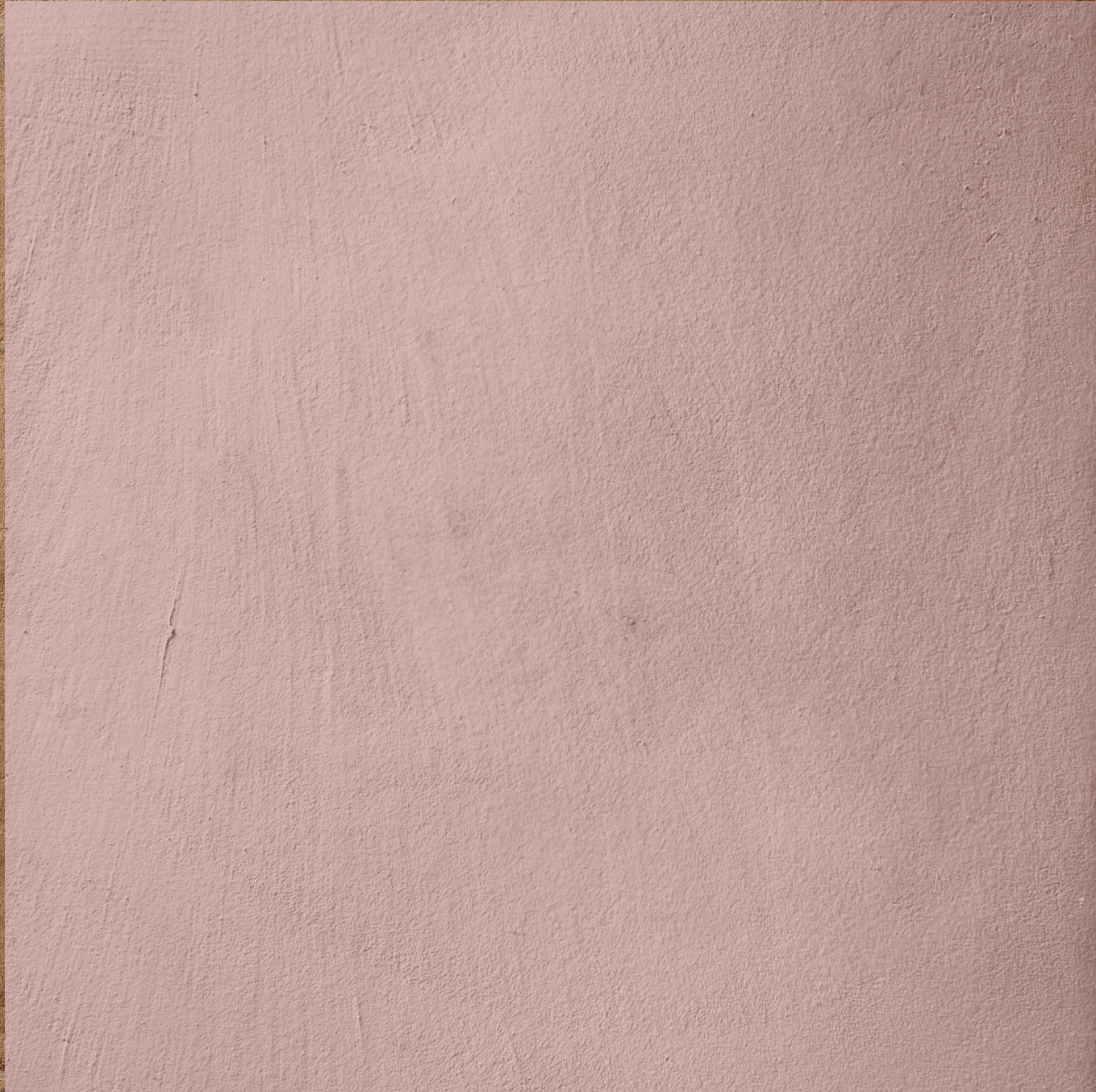
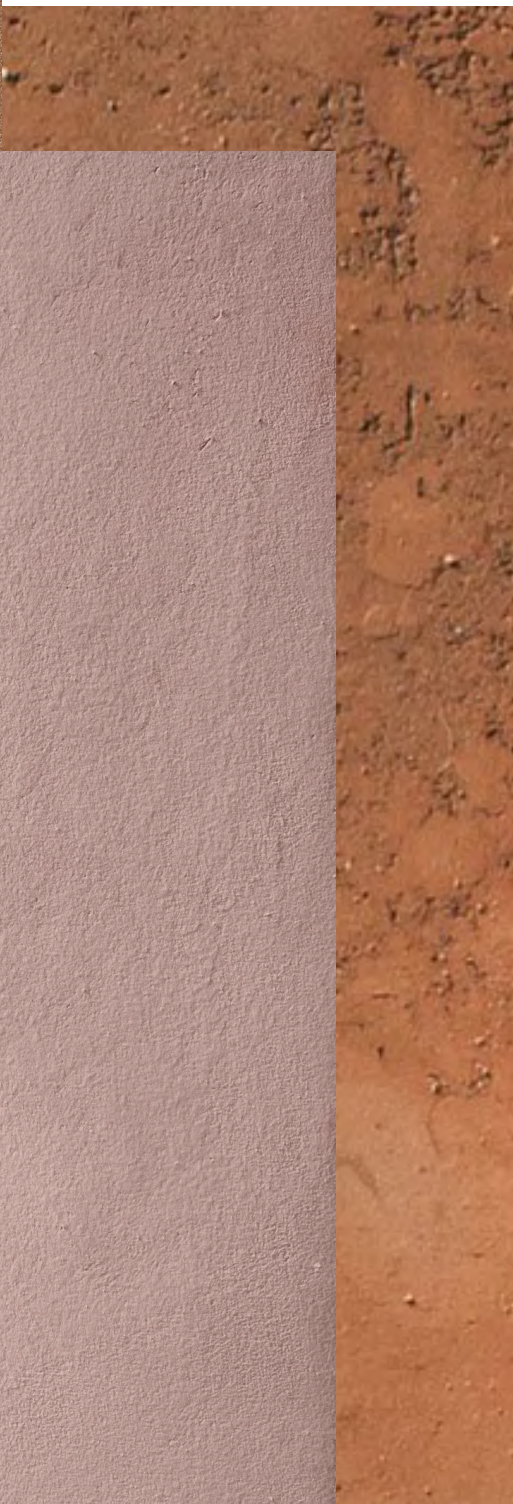
A sensual blend of rose lime plaster, sand-toned travertine, blush-toned clay, and oxidized copper.

Rooted in CUROQ's **SUSTAINABILITY** ethos, this palette favours breathable, mineral-based finishes and low-impact surfaces — quietly luxurious, enduringly ethical.

Best for: gallery halls, sunlit niches, contemplative bedrooms

Optional add-ons: curved wall finish, metal inlay, floating lime platform.









Tools for Intelligent. Curated Design Decisions

CUROQ is Not a Library. It's a Lens.

“We don't provide ‘options’ — we provide direction. Each palette is a statement. Each material has been lived with and selected for a reason.



1. Signature Palette Access

Receive access to our limited-edition, pre-curated palettes — composed from CUROQ's world-class material and object library. These are not generated; they are chosen.

2. Reference Catalogue (Digital)

Detailed digital sheets including surface descriptions, origin, maker context, finishes, and use-case insights — ready to inform mood boards or client pitches.

3. Scaled Mood Board Visual (High-Res JPEG)

A refined, visual composition of the full palette — formatted for your own decks or internal presentation. No extra styling needed.

4. Sample Loan Support

Material samples are not distributed freely.

We offer a **curated loan-based sampling service** — delivered with intention, and always tracked — for approved projects only.

5. Application Guidance (On Request)

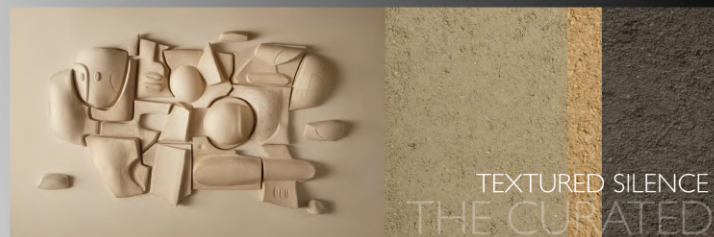
We assist with clear, minimal notes on usage — whether it's plaster lighting strategy or how to transition from lime to brass. No excess, just essentials.

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.



CUROQ

An Anthology of Objects, Materials & Memories



CUROQ



CUROQ

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

ARCHITECTS DON'T NEED PRODUCTS. THEY NEED INTELLIGENCE

CUROQ works upstream with architects:

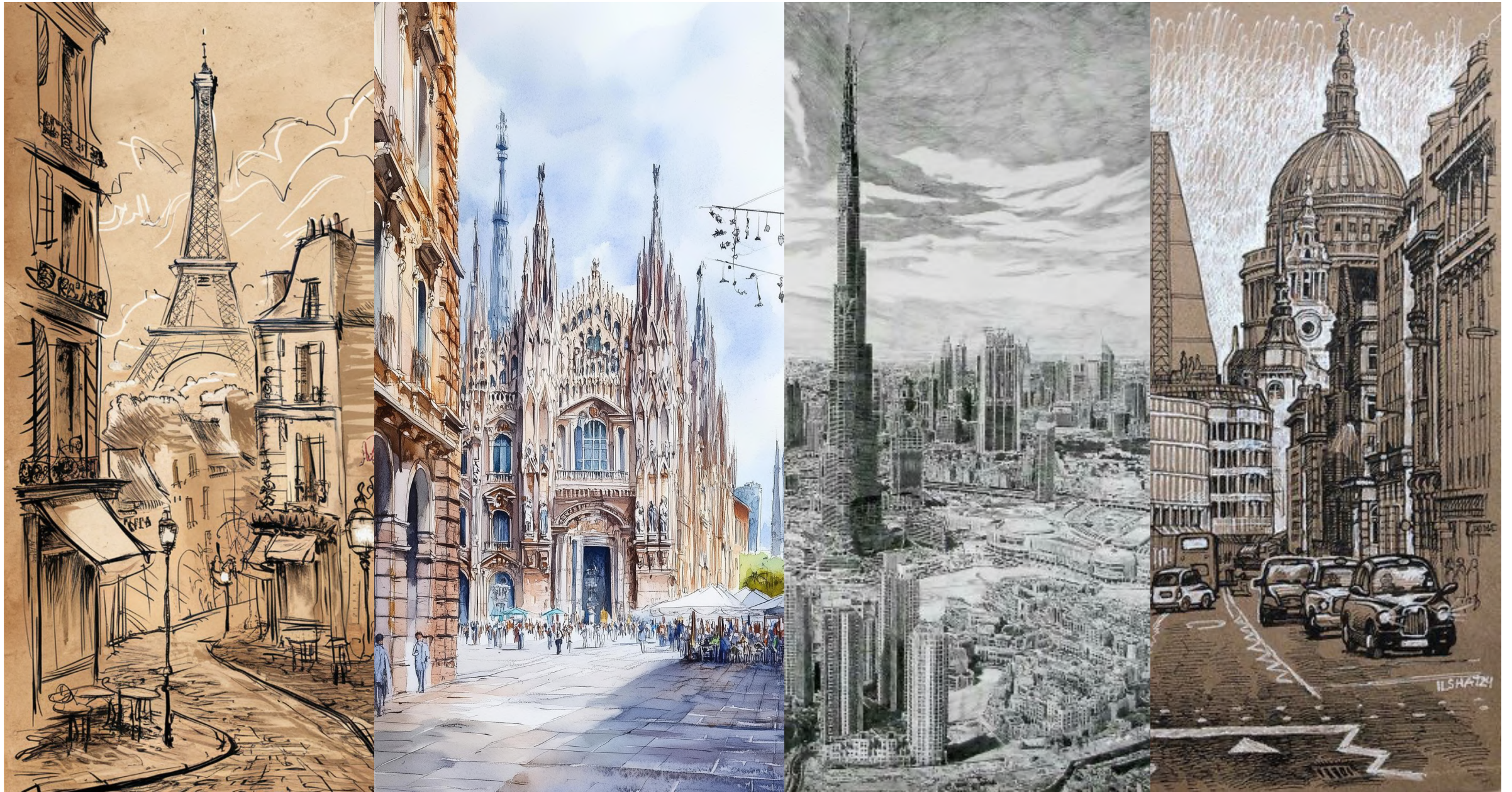
- 48-hour curated responses
- Co-design mood board support
- Bespoke editions of *THE CURATED* for studio libraries
- Exclusive access to rare and collectible materials



We speak your language — before the project begins.



A fluent design dialogue across time zones and traditions



OUR GLOBAL-LOCAL NETWORK

CUROQ connects global avant-garde with regional resonance.

INVITATION TO COLLABORATE

Work with us to curate a project that outlives trends.
We don't pitch. We partner.





MATERIAL INTELLIGENCE IS OUR EDGE



A curated
world. One
conversation
at a time.

DISCOVER MORE

Explore the full CUROQ collection.

Request a studio copy of *THE CURATED* or invite us to collaborate.

Dubai

www.curoq.com

hameed@curoq.com