

2026

Wilmax



The Way. The Art of Being



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Introduction

Today the world is changing rapidly. Technology, speed, and streams of information are accelerating faster than ever before. Yet at the center of this whirlwind, we are all increasingly seeking not the external, but the internal. Everyone is searching for meaning. And in the quiet of this search, a new aesthetic is born—honest, conscious, and filled with depth.

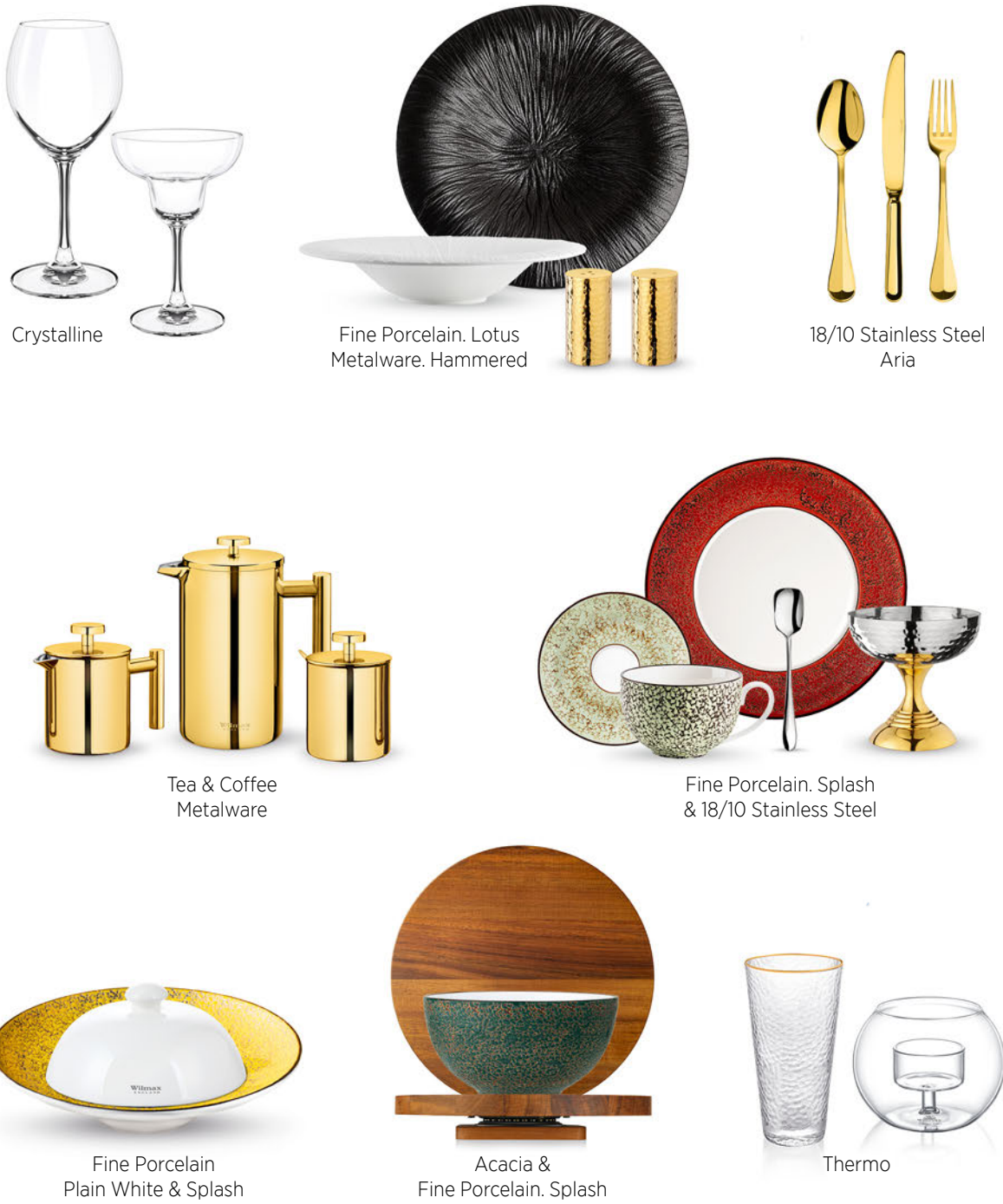
Wilmax captures the pulse of our time and presents The Way. The Art of Being, an exhibition tracing the journey from impulse to depth, from form to essence, and from honesty to luminous clarity.

Each display shelf is a step along the path. Each collection represents a state of being. There is no “better” or “worse” here, only stages of equal value, like inhalation and exhalation. Together, they form a living spiral of growth.

Manifestation



To manifest is to let life resonate through you.
Color becomes the voice of courage, taking the first step forward.



Form as Discovery



Form does not arise from the desire to impress,
but from attentive listening to what seeks to emerge.



Bamboo & Fine Porcelain. Plain White
& 18/10 Stainless Steel. Diva



18/10 Stainless Steel
Stella



Bamboo & Thermo



Fine Porcelain. Plain White & Bamboo & Thermo



Fine Porcelain. Plain White & Bamboo

Scale and Professionalism



Mastery is care. Having found our form, we naturally seek to share it. By working for a wide range of people, we expand the boundaries of our own experience.
Solutions for HoReCa are designs that serve people without losing their lightness.



Fine Porcelain. Atrium Pro & 18/10 Stainless Steel. Stella

Fine Porcelain. Plain White & 18/10 Stainless Steel. Serving Utensils

Fine Porcelain. Olympus & 18/10 Stainless Steel. Ray



Fine Porcelain. Plain White & PC. Food Cover



Buffet & Fine Porcelain. Plain White



Tea & Coffee Metalware & Fine Porcelain. Plain White



Crystalline. Bistro



Thermo & Fine Porcelain. Plain White

Impulse



Every desire of the heart arrives together with the strength to bring it to life. If you respond immediately, energy carries you forward, and new impulses are born again and again.

But when you sink into doubt, that strength dissipates and inspiration ceases to flow. Energy lives where you hear yourself and follow your impulse.



Fine Porcelain. WhiteStone
& Bamboo



18/10 Stainless Steel
Podium



Fine Porcelain. WhiteStone
& Bamboo



Fine Porcelain. WhiteStone
& Thermo



Crystalline. Bistro
& Thermo



Fine Porcelain. WhiteStone & Splash
& Bamboo



Acceptance of the Shadow



Acceptance means no longer dividing yourself into "light" and "shadow."
All things are parts of one whole. From this, inner grounding emerges.



Lighting. Disc
& Thermo



18/10 Stainless Steel
Podium



Fine Porcelain. Monolith
& Crystalline



Fine Porcelain. Monolith
& Acacia



Crystalline & Thermo



Fine Porcelain. Monolith
& Stainless Steel. Hollowware



Thermo



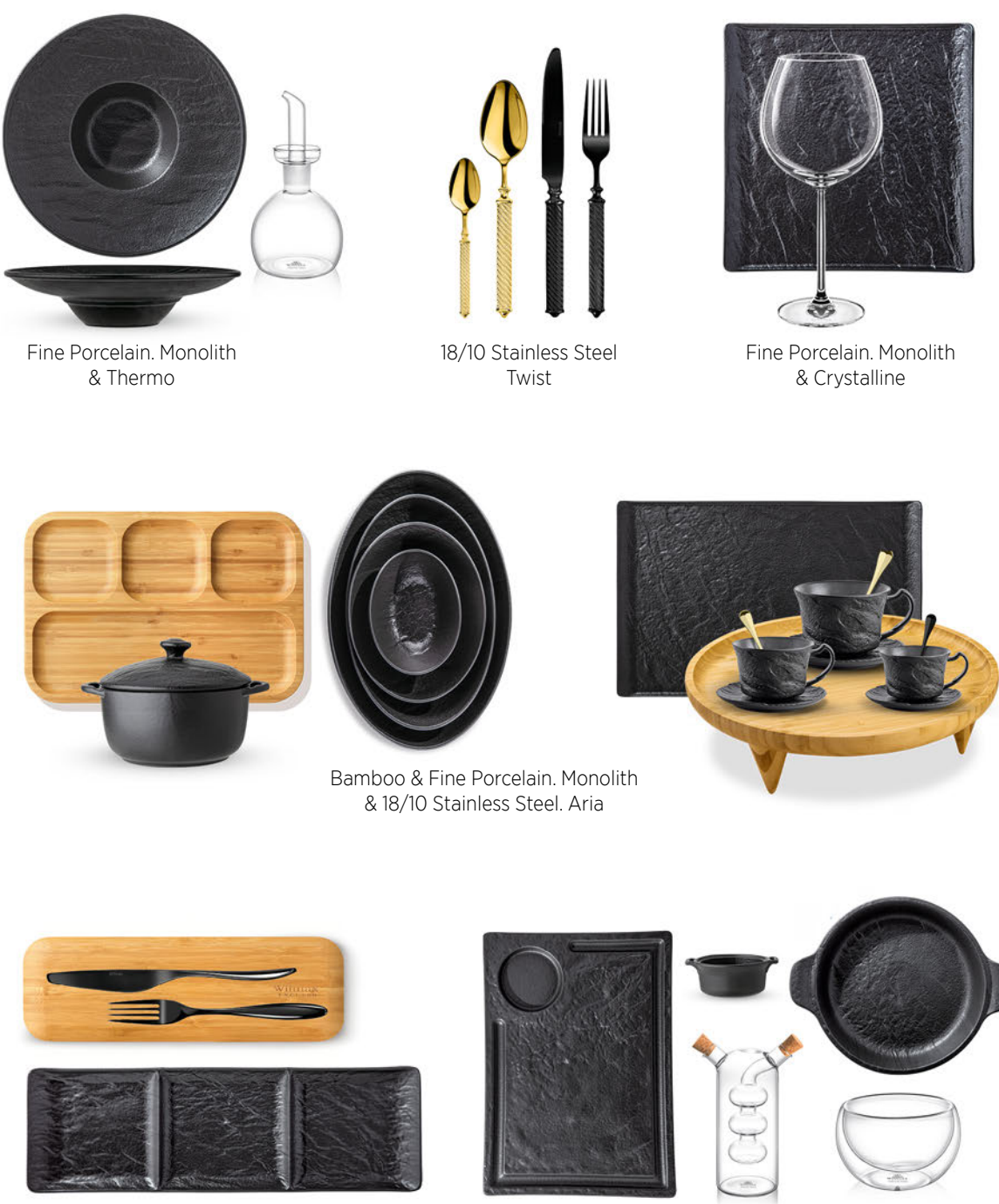
Acacia & Fine Porcelain. Zen

Acceptance of the Shadow 13

Depth



When you stop fearing depth, it becomes a source of light.
Calm is not a pause, but an inner strength.



Fine Porcelain. Monolith
& Thermo

18/10 Stainless Steel
Twist

Fine Porcelain. Monolith
& Crystalline

Bamboo & Fine Porcelain. Monolith
& 18/10 Stainless Steel. Aria

Fine Porcelain. Monolith
& Bamboo

Fine Porcelain. Monolith
& Thermo

The Way into the Unknown



The path opens only in motion. All you need is to see the next immediate step clearly.

The rest will reveal itself when you are ready to move forward.



Barware & Thermo

18/10 Stainless Steel Diva

Fine Porcelain. Magic Labyrinth & Tea & Coffee Metalware

Fine Porcelain. Silver Moon & Stainless Steel. Hammered

Acacia & Crystalline

Fine Porcelain. Monolith & Plain White

Thermo

Fine Porcelain. Vintage Mosaic & Plain White

*The depth of maturity and
the triumph of form*



This is maturity without urgency: a triumph, a moment in which
form becomes meaning, and depth becomes light.



Crystalline
Gala & Bistro



Fine Porcelain
Byzantium & Lotus



18/10 Stainless Steel
Triumph



Fine Porcelain
Marina Bay



Metalware. Hammered



Fine Porcelain. Byzantium



Thermo. Hammered



Fine Porcelain. Hammered



Fine Porcelain. Monolith
& PC. Food Cover

Hermitage and Reinterpretation



If it were not for pain, we would remain frozen, content with the familiar. But pain arrives as a signal, there is no life here anymore, change is needed. It points the way to something new, compelling us to move for our own growth.



Fine Porcelain. SandStone & Acacia



18/10 Stainless Steel Triumph



Fine Porcelain. Croco & Crystalline



Fine Porcelain. Lotus & Metalware. Hammered



Tea & Coffee Metalware & Fine Porcelain. SandStone



Fine Porcelain. SandStone & Metalware. Hammered



Acacia & Metalware. Hammered



Fine Porcelain. SandStone Art & Craft

Grounding



Grounding is the moment when you stop searching for the sky outside and begin to feel the earth beneath your feet.
You no longer run from either light or shadow but bring them together within yourself.



18/10 Stainless Steel
Twist

Acacia & Crystalline

Fine Porcelain.
SandStone & Lotus

Fine Porcelain. Radiance Brown
& Acacia

Tea & Coffee Metalware &
Fine Porcelain. SandStone

Crystalline

Fine Porcelain. Vanilla Raf
& Acacia

Thermo

A Celebration of Light



Zen in action.
Here, everything is about the taste of life, gratitude, and the beauty of the moment.
A clear, light, and radiant presence that brings the atmosphere of celebration.



Fine Porcelain. Saturn
18/10 Stainless Steel. Diamond



Fine Porcelain. Croco
& Crystalline. Diamond



Fine Porcelain. Diamond



18/10 Stainless Steel
Dynasty



Crystalline &
Fine Porcelain. Zen



Thermo



Crystalline



Fine Porcelain. Croco & Fishline



Metalware & Fine Porcelain
Diamond

Conclusion:
Tea Ceremony and Coffee



The finale is taste and warmth. Tea and coffee become a metaphor for appreciation and quiet joy. Glass brings lightness, metal adds an accent, white porcelain offers light.

The conclusion is not a full stop, but an aftertaste, gratitude for the journey and readiness for a new turn.



Tea & Coffee Metalware & Thermo
& Fine Porcelain. Plain White

18/10 Stainless Steel.
Stella

Thermo &
Tea & Coffee Metalware



Fine Porcelain. Lotus &
18/10 Stainless Steel.
Dynasty

Fine Porcelain
Plain White & SlateStone

Bamboo &
18/10 Stainless Steel. Diva



Tea & Coffee Metalware
& Thermo

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Epilogue

The Wilmax exhibition, *The Way. The Art of Being*, tells of the equality of states, the flash of expression and the silence of pause, impulse and depth, acceptance and clarity. All of this is the breath of a single life.

Here, objects speak the language of the times. Form, material, light, and shadow come together to tell a story where design does not merely decorate but reflects the journey.

Wilmax gently accompanies this path, offering tools for conscious beauty, on the table, in the space, in the daily practice of being.

The path continues. And in each moment, everything needed to simply be is already present.

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