

- Tile of Spain -

ceramic

Bring your ideas to life



ASCER

(Spanish Ceramic Tile
Manufacturers' Association)

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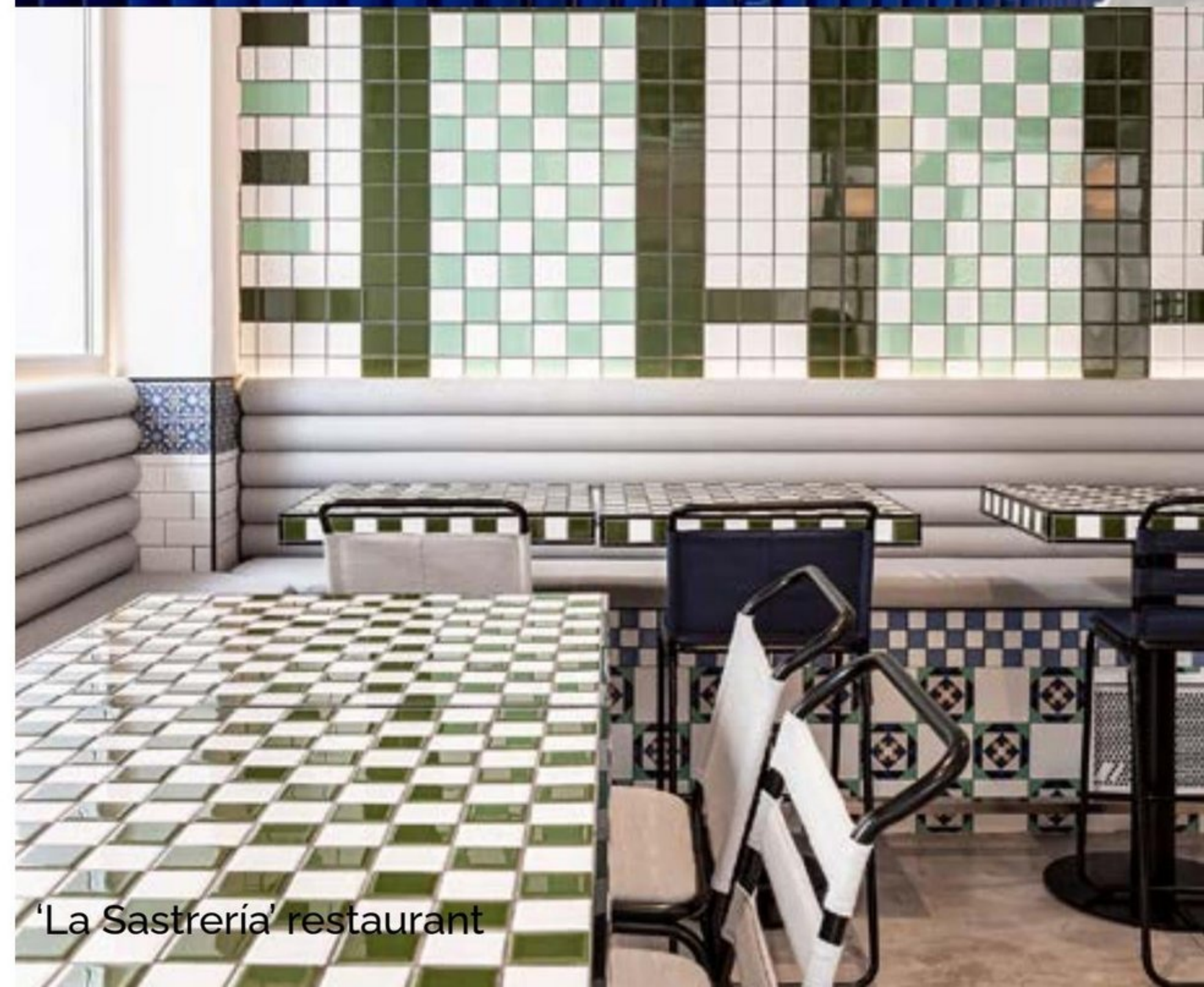
DESIGN AND LAYOUT:
www.levitacreatividad.es



Atrium House



'Atlantis Gastrobar'



'La Sastrería' restaurant

Tile of Spain

ASCER

Tile of Spain is the umbrella brand that represents over 100 Spanish wall and floor tile manufacturers. It is a worldwide guarantee of the highest standards in quality and innovation. Its main aim is to promote and support Spanish tile manufacturers and the tile sector as a whole, gaining worldwide recognition for the quality, innovation and design appeal of Tile of Spain products.

ASCER is a business association that represents virtually all Spanish tile manufacturers. The tile sector, an industry with long traditions in Spain, is concentrated in the Castellón area, close to the Mediterranean sea, where it forms a cluster or industrial ecosystem that acts as a driving force in research, innovation and the development of products that spearhead the sector worldwide.



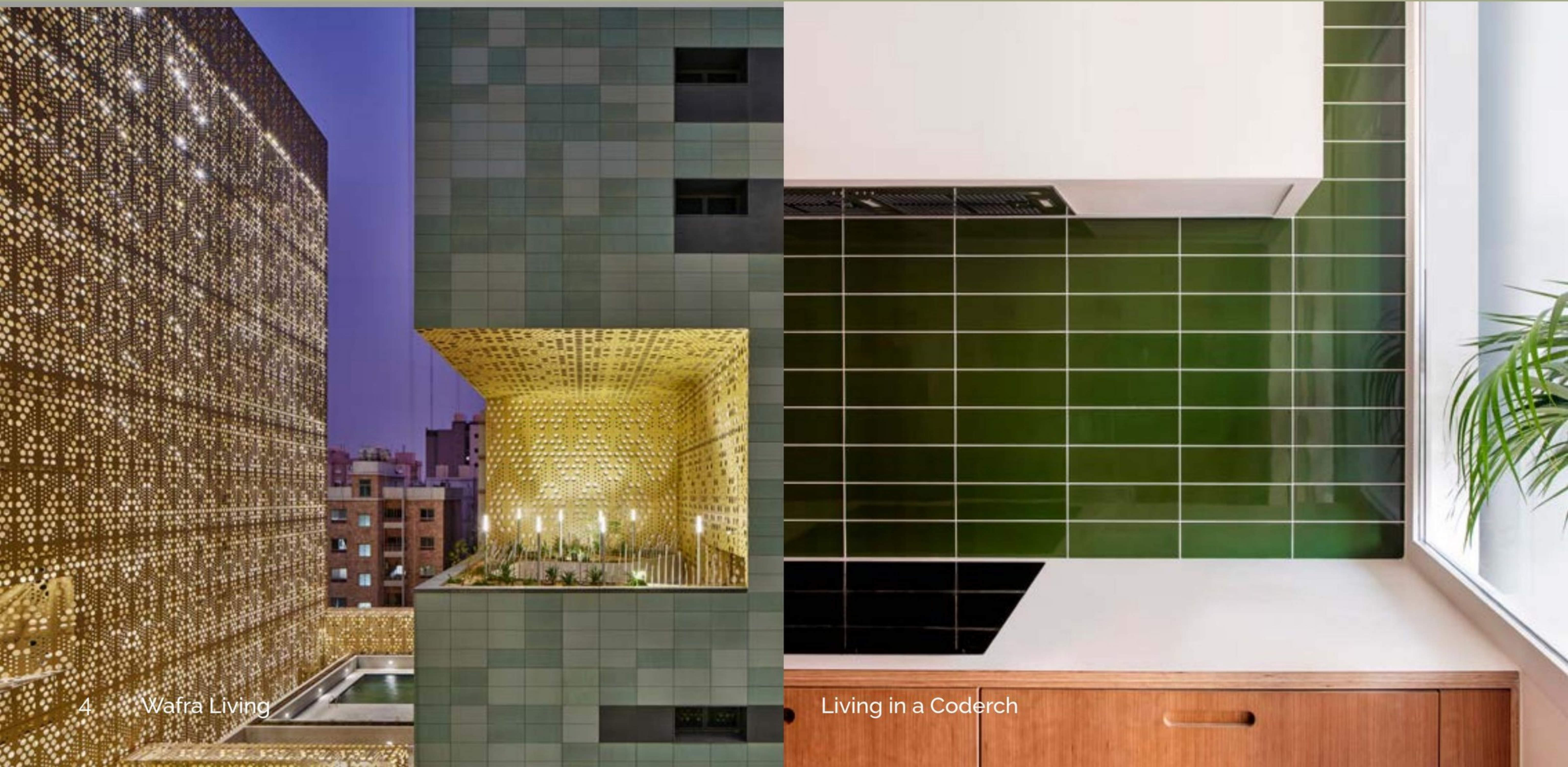
See the companies
represented by Tile of Spain



The manufacturing process

Spanish tiles are sustainable materials, thanks to their **intrinsic characteristics and to the manufacturing process**. The raw materials used to make ceramic tiles come from the **earth** (clays). When these clays interact with **water** and **fire** in the kiln, a **natural product with high-performance properties** is achieved. During the production process, Spanish manufacturers ensure rigorous compliance with **quality and environmental requirements for European manufacturers and related social commitments**.

In recent years, Spanish tiles have undergone amazing advances in all respects. **Investment in R&D&I** by the industry has led to the development of high-tech, high-quality products.



Types of ceramic tiles

Spanish ceramic wall and floor tiles meet three basic needs: **aesthetic** requirements, since they are combined with other finishes in design projects; **technical** requirements, because they withstand the passage of time without deteriorating; and **functional** criteria, because they are hygienic, they withstand traffic, and they are frost resistant, non-combustible and unaffected by atmospheric agents. Furthermore, thanks to investment in **R&D&I by Spanish manufacturers, new finishes with anti-bacterial or photo-voltaic properties** are being developed.

When tiles are chosen, it is important to bear in mind **the place where they will be laid**, their required **resistance and the traffic** they will be **subject to**. This will determine the **type, format and thickness** of the tiles, which ranges from 3 mm to 20 mm.

Ceramic tiles are classified according to their **water absorption**.

Porcelain tiles: Ceramic tiles fired at very high temperatures, with a water absorption of <0.5%

Stoneware tiles: Glazed ceramic tiles with a low-to-medium water absorption of 3-6%

Wall tiles: Glazed tiles with a water absorption of >10%

Terracotta tiles: Unglazed tiles with a water absorption of >10%

Spanish ceramic tiles are produced by **pressing** them or through **extrusion**. They can be **glazed** or **unglazed**. As for their size, Spanish tiles can range from small mosaic chips, normally produced on a mesh backing, to three-metre-long slabs.

When it comes to the **formats and finishes** of the tiles, the Spanish tile sector has forged an international reputation for its **high degree** of innovation, **broad range** of products, and emphasis on **design**.



Values and benefits

Thanks to their potential to meet circular economy criteria and to reduce negative environmental impacts, **Spanish tiles fall in line with European and national goals.**

Through **ongoing investment in R&D&I by Spanish tile companies, the properties and characteristics of ceramic tiles have been maximized**, opening up new possible applications.

SUSTAINABILITY | Ceramic tiles are made using just three basic elements from nature: earth or clay, water and fire.

Because they are resistant to the passage of time, they can have highly **sustainable lifecycles**. By using ceramic tiles on façades (in ventilated façade systems) and rooftops, the energy efficiency of buildings can be improved.

RESISTANCE AND DURABILITY | Their high durability is endorsed by their **resistance to sharp temperature changes, moisture**, and **chemical and biological agents** and by their hardness. That is why they are such a popular choice on façades and for public spaces, shopping centres, pedestrian promenades and streets.

Tiles must be laid correctly in order to guarantee the durability of tiled surfaces. It is vital for this work to be done by **skilled tile layers** who guarantee **good tile-laying practices**.

SAFETY | Ceramic tiles are **inert materials** and they **do not pollute the environment** as time passes. They are also **non-combustible**, they **do not give off smoke or fumes** in contact with fire, they **do not burn** or melt, and they are one of the few materials that **do not release any substance harmful** to human life or to the environment when in direct contact with flames. Because ceramic tiles are inert, impervious materials, they **prevent damp** and the spread of germs and fungus.

ULTRA-HYGIENIC | Ceramic tiles stand out for their easy-to-clean surface and their **capacity to prevent dirt and pollution** of any kind. Because they **do not conduct electricity**, tiled surfaces **do not build up static electricity from dust**.

EASY TO CARE FOR | Ceramic tiles **do not need any special care after they are laid**. They stand out for their **easy-to-clean** surface and their capacity to prevent dirt and pollution of any kind.

Atzavara hotel and spa

Crown Plaza Hotel

Technical information

During the production process, Spanish manufacturers ensure rigorous compliance with **quality and environmental requirements for European manufacturers and related social commitments**.

The **Spanish tile sector** has been introducing **innovative technological improvements to its production processes** in order to continue reducing greenhouse gas emissions so as to meet the established targets by 2050. Its aim is also to optimize processes and the design of products in order to minimize the consumption of raw materials.

Furthermore, through a **lifecycle approach**, Spanish tile manufacturers have been working for years on sustainability and the circular economy. They are capable of **re-using** practically all the **waste generated** during the production process.

Tile of Spain manufacturers ensure **efficient consumption** of water resources so as to minimize **water** consumption per square metre of manufactured tiles, and all water is re-used, hence ensuring **zero wastewater discharges**.

The **Spanish tile industry** was one of the **pioneers** in the **development** of a **European sectoral EDP**. This was developed using a representative sample of Spanish tiles. What is more, Spanish tile manufacturers have also developed EPDs for their own products.

Tile of Spain manufacturing process



In this collection, made up of **5 catalogues**, **Spanish tiles are presented from different perspectives** in order to offer a full vision of **Tile of Spain** products.

The aim is to show why **Spanish tiles are an environmentally friendly option** and to highlight the characteristics that make them such **highly versatile, functional coverings whatever the setting**, whether they are used in homes, urban spaces or architectural projects.

By getting to know Spanish tiles, you will be able to **live life in the home** to the full, consciously **enjoy** experiences, **discover** other cities, and **plan** your design projects in an optimum way.

See the digital version of this collection at:
www.tileofspain.com



THE COLLECTION

Tile of Spain

- 1. GET TO KNOW** the material
 - 2. LIVE LIFE IN YOUR HOME** to the full
 - 3. MAKE THE MOST** of moments
 - 4. DISCOVER** the city
 - 5. BRING** your ideas to life
-





BRING

your ideas to life

Top names in **architecture and design** have chosen Spanish tiles for their projects for years. These tiles are **star features** of some of the loveliest buildings and other spaces worldwide, in their multiple formats and finishes. No building can resist the charms of **Tile of Spain**, whether we are talking about the design of their interiors, large-scale projects, urban spaces, underground stations, boulevards, hotels, stores, restaurants or homes. And the common denominator in all cases is **quality and design**.

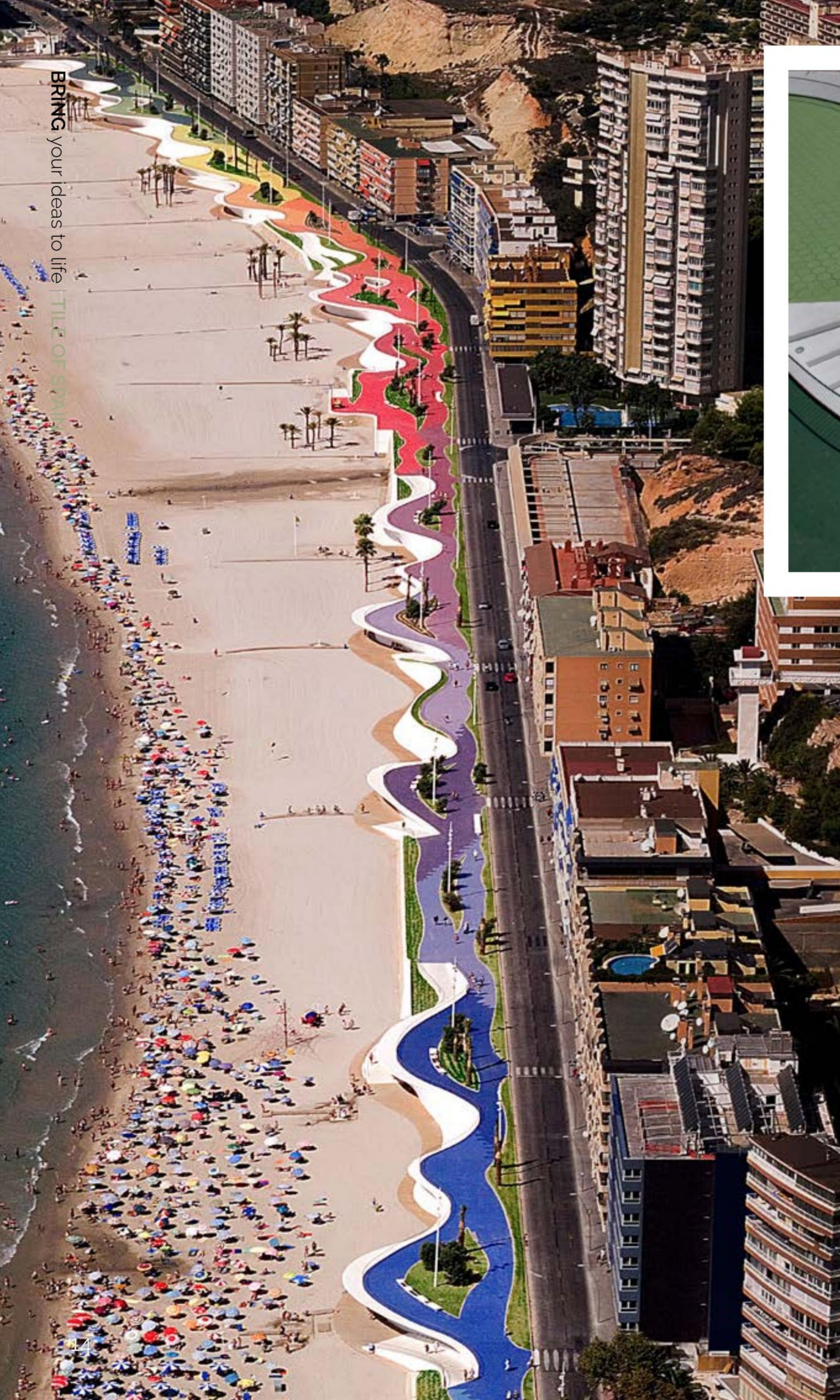
In addition to the **endless visual designs and technical possibilities** of Tile of products, they also contribute to **more**

sustainable buildings, above all for their performance during the use stage. Aesthetically, **any style** can be achieved with **Spanish tiles: minimalist, sophisticated, rustic, traditional, colourist or futurist**.

Prior familiarity with ceramic tiles is fundamental in order to achieve **unique compositions**. Is the surface to be tiled a wall or floor? Is it indoors or out? Will the **format** of your tiles be small, large or huge? And, lastly, think about the **tile joints**. Will they contrast in colour, or be uneven or rectified? When you plan a project and **bring your ideas to life**, finer details of this kind will act as a **distinguishing hallmark**.



Auditorium of Teulada-Moraira



BRING your ideas to life

TILE OF SPAIN



BENIDORM WEST BEACH PROMENADE

ARCHITECT |

OAB

PHOTOGRAPHY |

Alejo Bagué, Joan Gillamat

MANUFACTURER |

Equipe Cerámicas

Tile of Spain Awards



PARK GÜELL RESTORATION

ARCHITECT |

J. Antonio Martínez Lapeña,
Elías Torres Tur

PHOTOGRAPHY |

Adex

MANUFACTURER |

Adex





AUDITORIUM OF TEULADA-MORAIRA

ARCHITECT | Francisco Mangado

PHOTOGRAPHY | Roland Halbe, Juan Rodríguez

MANUFACTURER | Cerámica Vilar Álbaro

Tile of Spain Awards

THE NEW HEADQUARTERS OF THE VALENCIA CONSTRUCTION SECTOR EMPLOYMENT FOUNDATION

ARCHITECT | MRM arquitectos

PHOTOGRAPHY | Mikel Muruzabal

MANUFACTURER | Porcelanosa

Tile of Spain Awards



BRING your ideas to life | TILE OF SPAIN





AA HOUSE

ARCHITECT | OAB (Carlos Ferrater, Xavier Martí)

PHOTOGRAPHY | Aljo Bagué

MANUFACTURER | Saloni

Tile of Spain Awards



HOUSE IN ALTEA

ARCHITECT | Xavier Pastor

PHOTOGRAPHY | Xavier Pastor

MANUFACTURER | Museum Surfaces



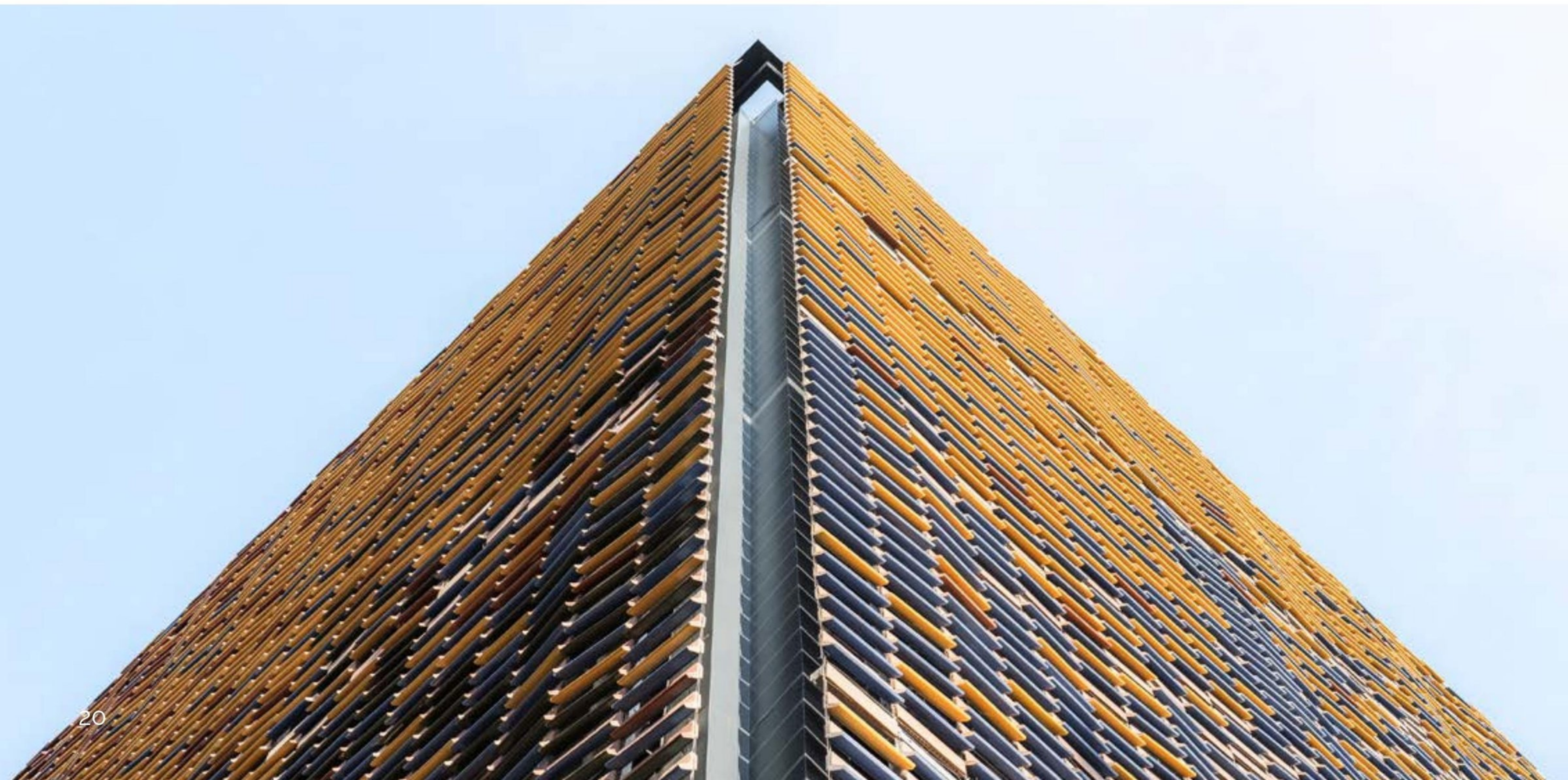
SANT PAU HOSPITAL RESEARCH CENTRE

ARCHITECT | PICHarchitects_Pich-Aguilera
y 28MFG Arquitectes

PHOTOGRAPHY | Aldo Moretti

MANUFACTURER | Gres Aragón

Tile of Spain Awards





PARENT'S ROOM AT VIRGEN DEL ROCIO HOSPITAL

ARCHITECT | Elisa Valero

PHOTOGRAPHY | Fernando Alda

MANUFACTURER | Mainzu

Tile of Spain Awards





ABERCROMBIE BUILDING FOR THE UNIVERSITY OF SIDNEY

ARCHITECT | Woods Bagot
PHOTOGRAPHY | Trevor Mein
MANUFACTURER | Tempio





INNOVATION CENTER FOR CHILDREN

ARCHITECT | Ana García Sala

PHOTOGRAPHY | Natucer

MANUFACTURER | Natucer

Tile of Spain Awards



FIRA 2 METRO STATION IN BARCELONA

ARCHITECT | Toyo Ito

PHOTOGRAPHY | Gregorio Salvá Reche

MANUFACTURER | Porcelanosa

Tile of Spain Awards

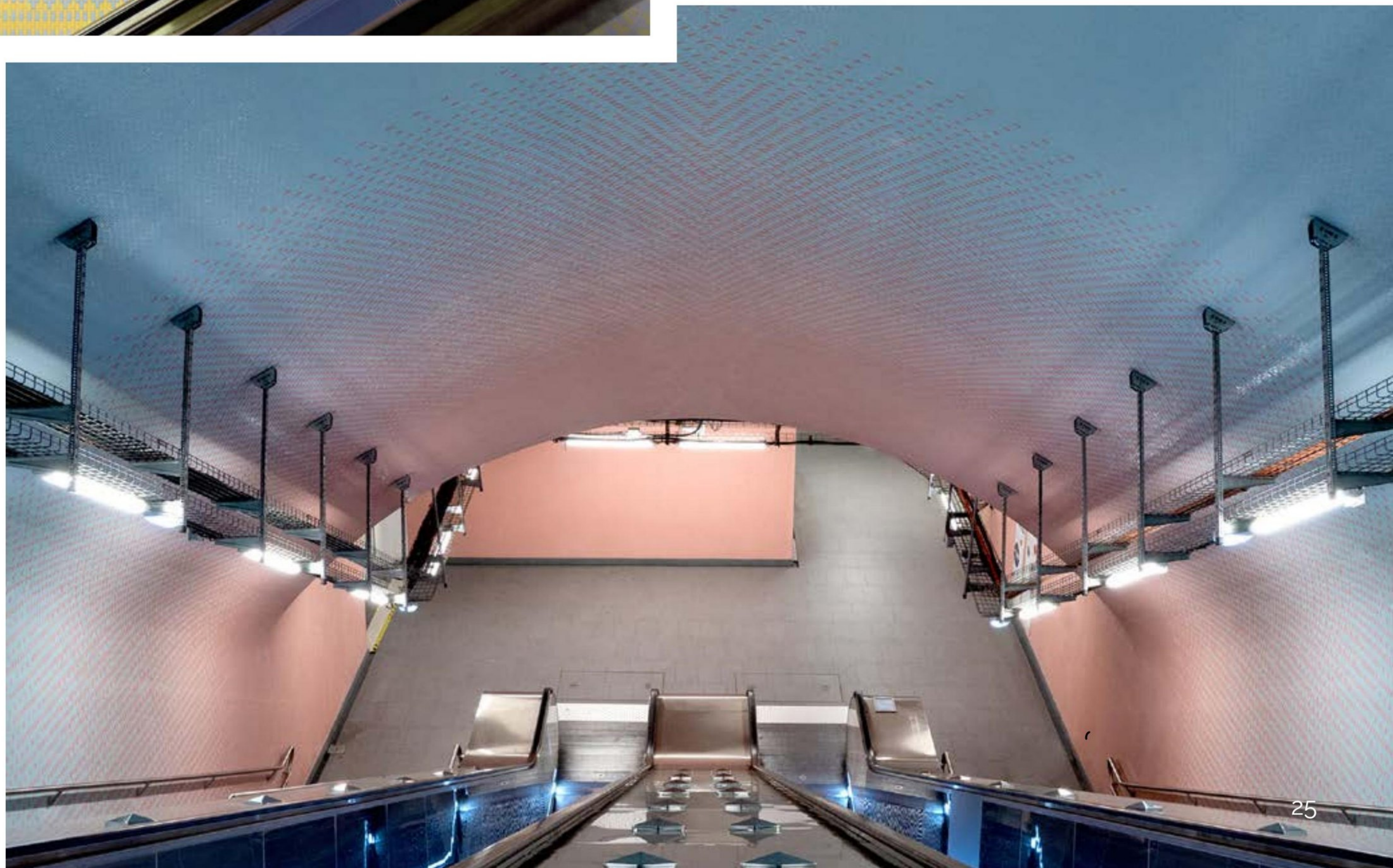
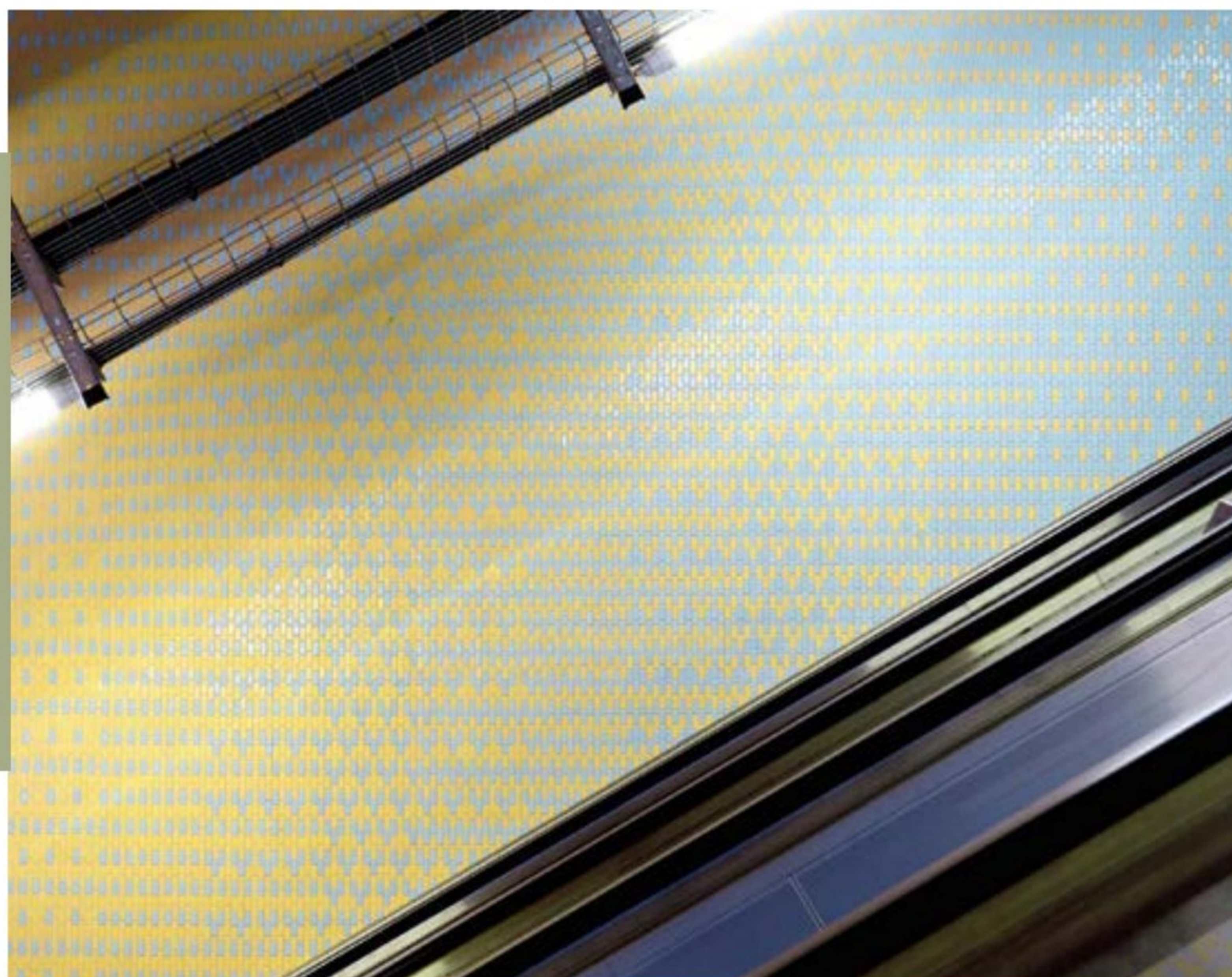


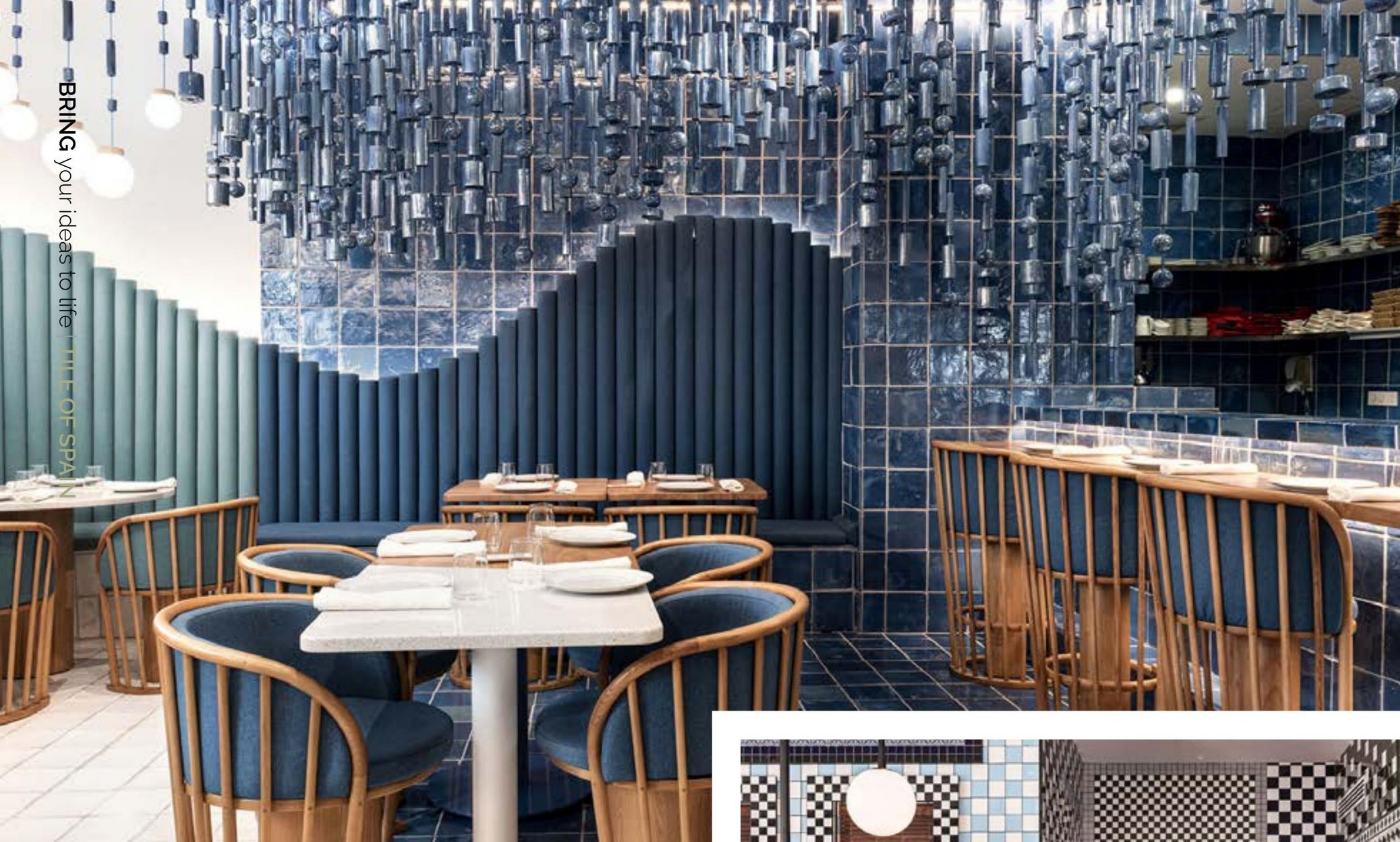
CHARLES DE GAULLE-ÉTOILE METRO STATION IN PARIS

ARCHITECT | Studio Plastac

PHOTOGRAPHY | Studio Plastac

MANUFACTURER | Onix





LA SASTRERÍA RESTAURANT



ARCHITECT | Masquespacio

PHOTOGRAPHY | Masquespacio

MANUFACTURER | Azulejo esmaltado

Tile of Spain Awards



HERMANOS TORRES KITCHEN

ARCHITECT | Carlos Ferrater y Borja Ferrater

PHOTOGRAPHY | Joan Guillamat

MANUFACTURER | Roca Tiles

Tile of Spain Awards

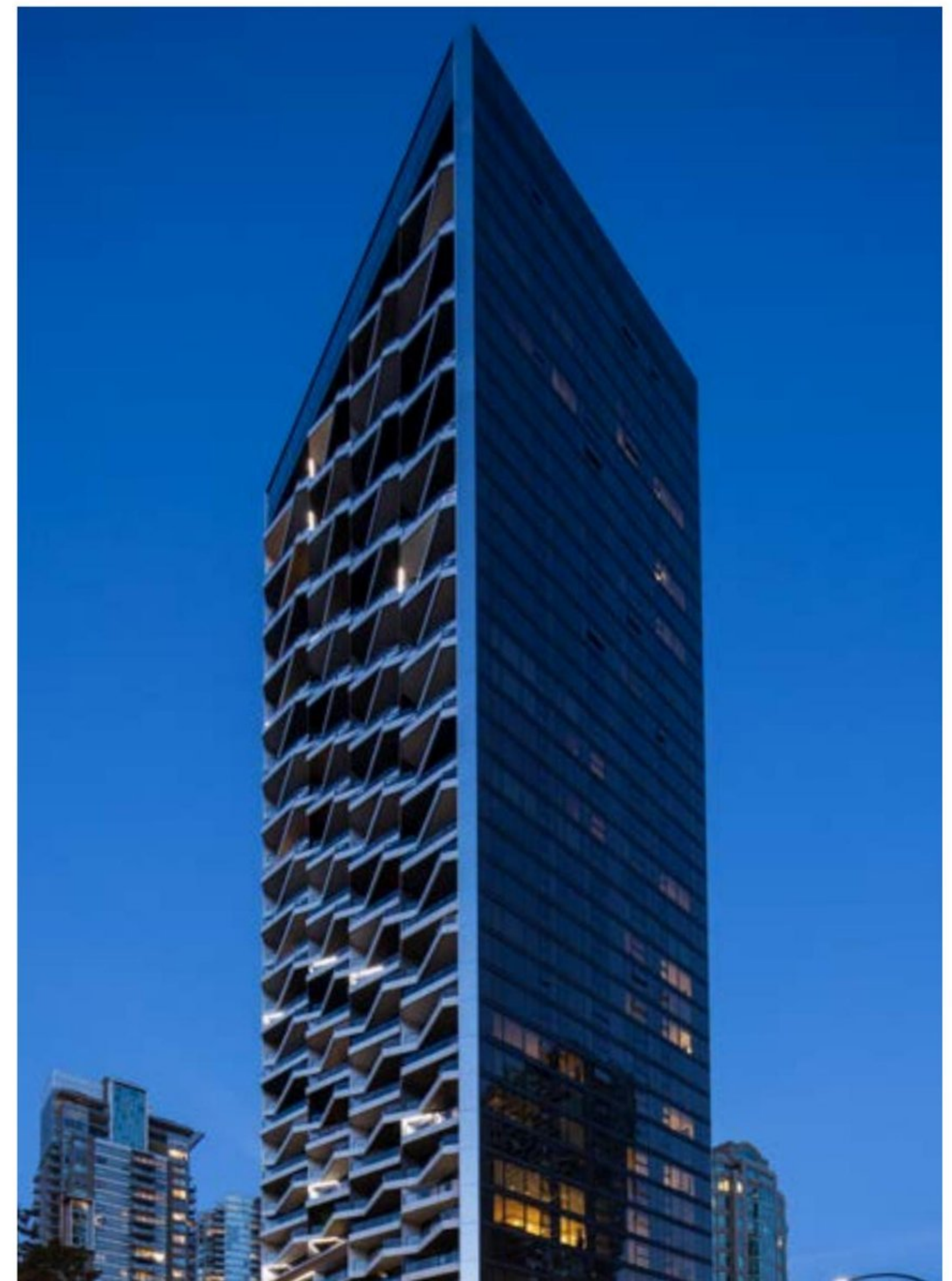


THE PACIFIC, VANCOUVER

ARCHITECT | IBI Group

PHOTOGRAPHY | Grupo Cosentino

MANUFACTURER | Dekton. Grupo Cosentino





WAFRA LIVING, KUWAIT

ARCHITECT | AGI Architects

PHOTOGRAPHY | Mohammad Taqi Ashkanani

MANUFACTURER | Faveton



BRING your ideas to life | THE TOP SPAIN



ALAMEDA BUILDING

BUILDER | Careco

PHOTOGRAPHY | Maximiliano Poch

MANUFACTURER | TAU Cerámica

VALDEMORILLO HOUSE

ARCHITECT | OOLIO Arquitectura

PHOTOGRAPHY | Javier de Paz

MANUFACTURER | Cerámicas Aparici



BRING your ideas to life | TILE OF SPAIN



FELIPE PANTONE HOUSE

ARCHITECT | Felipe Pantone

PHOTOGRAPHY | Felipe Pantone

MANUFACTURER | Onix



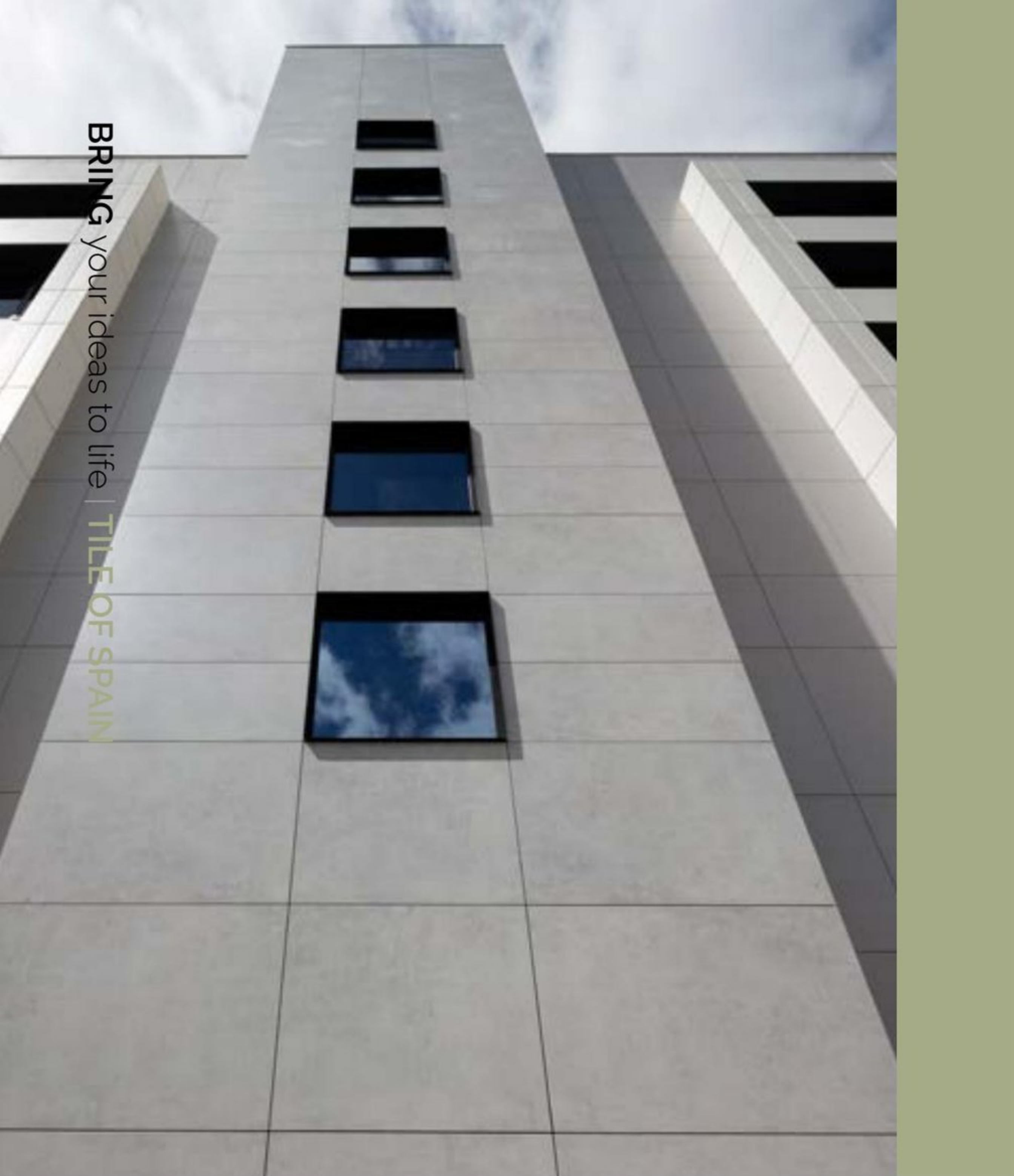
ATZAVARA HOTEL AND SPA

ARCHITECT | Isern Associats

PHOTOGRAPHY | Jordi Miralles

MANUFACTURER | Rosa Gres





BRING your ideas to life | TILE OF SPAIN

GROW PLAZA HOTEL

BUILDER | Marchese Partners GHD

PHOTOGRAPHY | HCreations

MANUFACTURER | Dekton. Grupo Cosentino



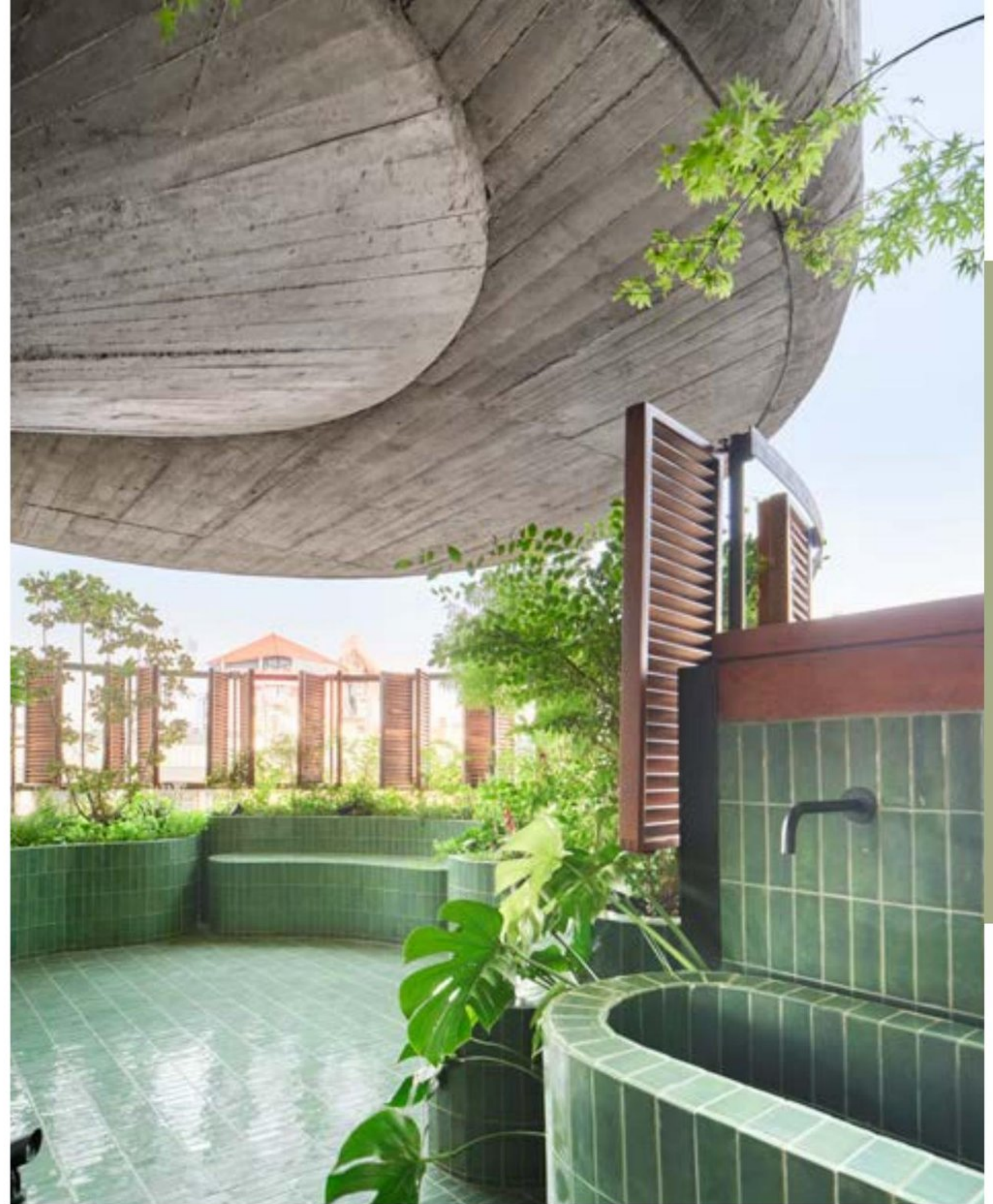


MOXY HOTEL

ARCHITECT | Korp Architecture
con Rockwell group

PHOTOGRAPHY | Korp Architecture

MANUFACTURER | Cevica



HOUSE RESTORATION IN TORRES BLANCAS

ARCHITECT |

Estudio Noju

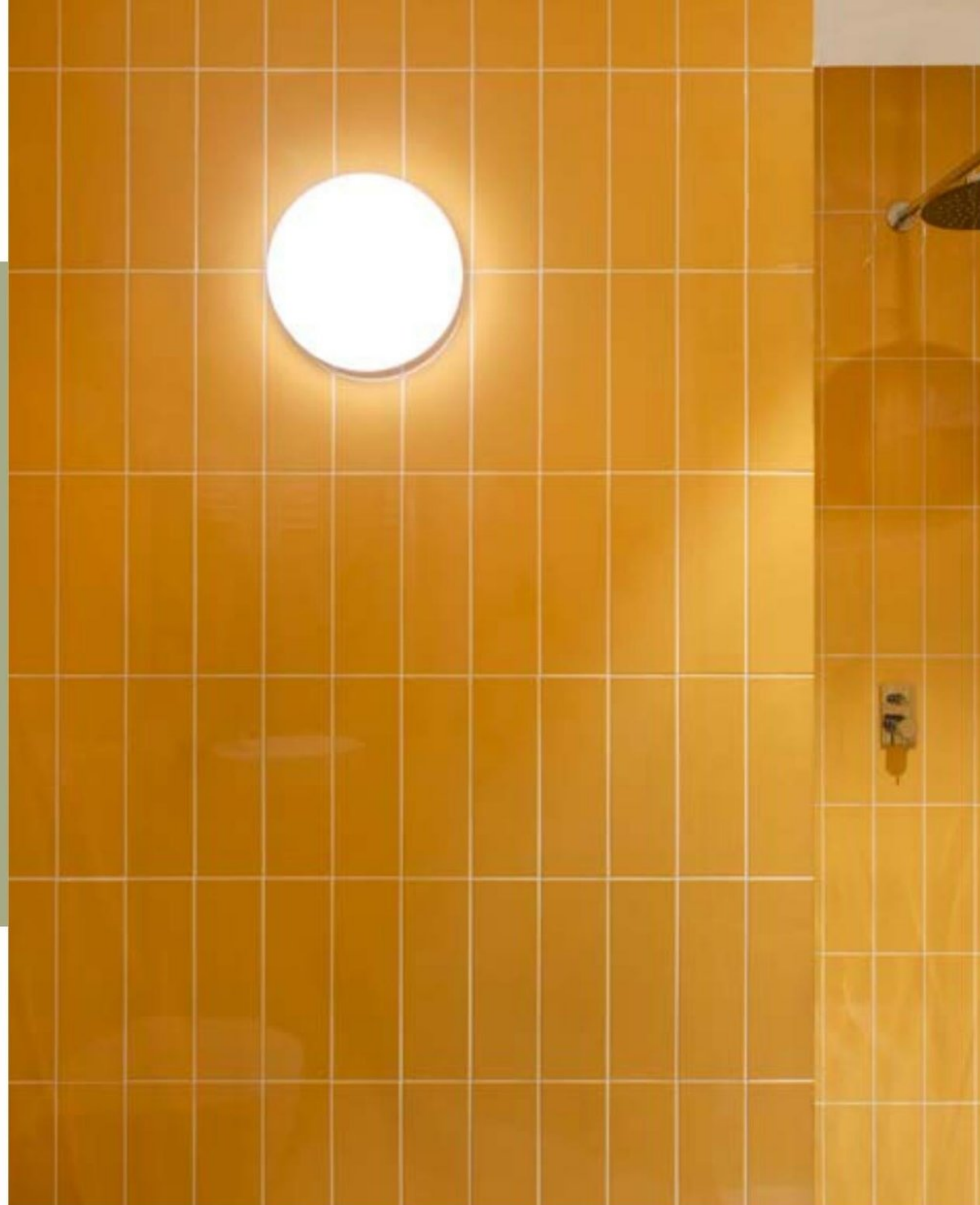
PHOTOGRAPHY |

José Hevia

MANUFACTURER |

WOW Design

Tile of Spain Awards



LIVING IN A CODERCH

ARCHITECT |
Estudio Vilabanch

PHOTOGRAPHY |
Jordi Folch

MANUFACTURER |
Cerámica Vilar Álbaro

Tile of Spain Awards



Designers and architects hold ceramic tiles in very high regard, thanks to their versatility and beauty. Although ceramic is one of the oldest materials in the world, it continues to impress people with its potential and the **capacity for experimentation** that it offers. This is why ceramic tiles are such a **favourite for creative professionals.** **For Tile of Spain**, architecture is a creative discipline that ranges from big structures to finer details in interior, decorative and furniture design. In all cases, Spanish tiles are the perfect ally.

Spanish tiles have forged an **international reputation** for their high degree of **innovation**, their wide choice of alternatives, and **high design appeal**. They have a language all of their own, able to spark off **dialogue with designers.** Spanish manufacturers have innovated and evolved, producing **endless types of tiles**, from wall tiles and stoneware tiles to high-performance porcelain ones.

This versatility is evident in all the projects entered in the **Tile of Spain Awards** organized annually by ASCER. The purpose of the awards is to single out **projects in the field of architecture and interior design** for their **noteworthy use** of Spanish wall and floor tiles.



www.tileofspainawards.com



Auditorium of Teulada-Moraira



Benidorm west beach promenade



Virgen del Rocio Hospital

"Design is closely related
to people, communication,
motivation and, perhaps the
most important thing of all, the
capacity to listen"

Norman Foster



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