

CERASPAÑA

2013 / CERAMIC / ARCHITECTURE / DESIGN

RADIATING A LIGHT ALL OF THEIR OWN

SEE YOU AT CEVISAMA

RENOVATING WITH CERAMIC

**12TH TILE OF SPAIN AWARDS IN ARCHITECTURE
AND INTERIOR DESIGN**

32



Editorial

Breaking boundaries

The world today is a complex place of risks and uncertainty. There are however opportunities out there for those who are able to take up the challenges with determination and courage. The Tile of Spain manufacturers are a fine example of such enterprise. In the face of a complex scenario they have found ways to react and tackle the situation, diversifying both their markets and their products.

Few sectors of Spanish industry can boast of selling their products to almost 189 countries and in many instances being the main suppliers to those markets. The latest figures indicate that in 2012 we became the world's second biggest exporter and Europe's biggest manufacturer. These landmark data give an indication of how the Tile of Spain companies have dealt with the current economic depression. They are exhibiting at more trade fairs every year all over the world: India, Russia, Dubai, Brazil, the U.S. etc. The number of seminars being offered in different cities to raise awareness of the latest innovations and new uses for the products has risen too.

These new applications are very evident in the diversity of the entries received for this 12th Ceramic Tile Awards competition, which is judged by an international panel comprised of leading architects and designers. Every year we see how ceramic tiles are given increasing prominence in the projects entered for the competition and how their use is breaking traditional boundaries.

Spanish ceramic wall and floor tiles continue to conquer new marketplaces and spaces, both public and private, interior and exterior, both in new construction and in renovation and refurbishment projects, as you will see in this magazine...radiating a light all of their own ■

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Summary

02	EDITORIAL BREAKING BOUNDARIES
03	RADIATING A LIGHT ALL OF THEIR OWN
07	CEVISAMA 2014
08	12 th TILE OF SPAIN AWARDS IN ARCHITECTURE AND INTERIOR DESIGN
	
12	RENOVATING WITH CERAMIC TILE: SYNONYM FOR EFFICIENCY
	
17	SHOWROOM
23	NEWS FROM TILE OF SPAIN
24	TILE OF SPAIN

FRONT COVER: RIERA DE LA SALUT
(SANT FELIU DE LLOBREGAT, BARCELONA).
PHOTO: O.M. ESTUDI.

RADIATING A LIGHT ALL OF THEIR OWN

An infinite number of ceramic tiles with metallic finishes can be found on the market, ranging in style from the most sumptuous and baroque to the most minimalistic and industrial looking. An extensive palette of colors is available too: shades of gold (always glamorous), silver (more sedate), matte and corten steel for an industrial look and shades of copper that add a warm, traditional touch. The Tile of Spain manufacturers have all the floor and wall tiles you need to make your spaces radiate a light all of their own.



Many different design trends are in evidence today, occasionally used in contrast with each other. The preciousness of the baroque style, inspired by Byzantium, is as much of a trend as post-industrial minimalism. Spain's ceramic tile industry is skilled at responding to any style that may be conceived, any format that may be required and at accomplishing an infinite range of finishes - it is most definitely skilled at creating the tile that will make your space unique.

The rise of metalized ceramic grows stronger every season and the current offering encompasses a broad spectrum of trends.

There are collections on the market that are a perfect fit for the styles that have the purest lines, where there is an absence of detail and embellishment, where less is more and integrated spaces, straight lines and basic colors dominate. This is an aesthetic concept ideally suited to lovers of the avant garde and

The metalized ceramic offering ranges from the industrial look to baroque inspired tiles



Inalco, Oxide Series - Slimmer Large Formats Collection

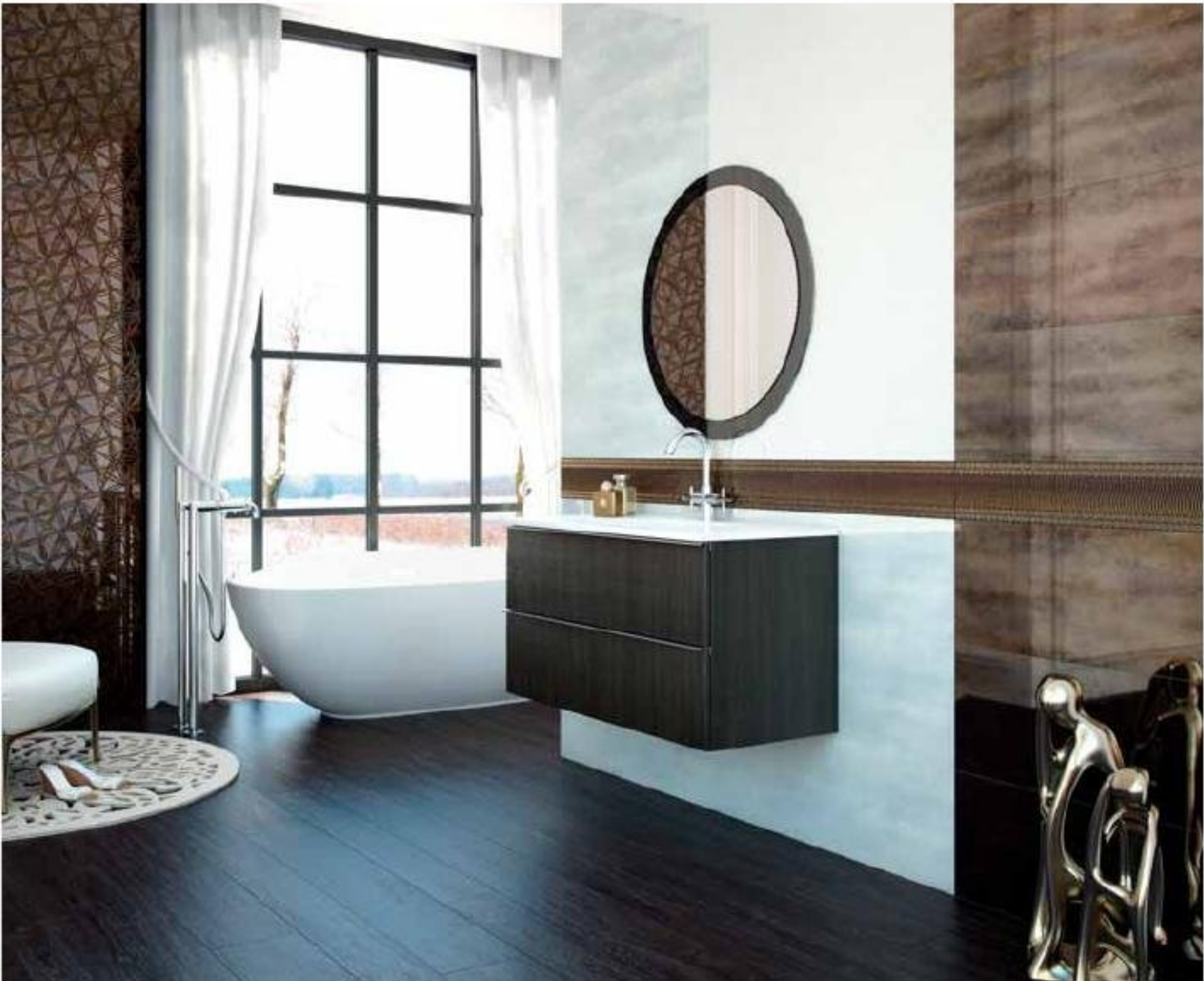
all things urban, and that requires the most elegant, simplest of materials. This is where the great opportunity lies for ceramic tiles inspired by metals and alloys.

Hues inspired by steel, titanium and copper are the most used in the latest styles. Some ceramic tiles, such as the corten steel, titanium and matte finishes evoke more industrial, architectural environments. Some manufacturers are even going a step further,



Adex, 10x20 cm (4X8 inches) Padded Gold Rombo Series-Collection

Glossy gold and silver finishes add an extravagant, eye-catching touch to design projects - ideal if you want to be noticed.



Grespania, Bohemia Series

The minimalist trend has responded too, with matt and oxidised finishes and large formats.

creating relief decoration and volumes that are clearly architectural in their inspiration. Why not have your own Guggenheim in your home?

There are also complete opposite trends at the moment: baroque, 'over the top' looking tiles; tiles with highly elaborate textures and decorative and relief elements that turn these pieces into decorative jewels. Some also have spectacular gloss finishes that create unique light effects in the spaces. The trend features motifs inspired by traditional Byzan-



Tecniceramica, Magna Series - Magna Marrón Collection

tine designs: plant motifs, damask effect and arabesque designs that evoke life in exotic palaces.

The metalized ceramic trend includes the full panoply of all kind of tiles, from those with more artisan, delicate finishes to large format porcelain stoneware tiles for use in public spaces and outdoors, mosaic and even original combinations of the humbler terracotta with gleaming gold ■



Onix Mosaico, FuseGlass Series-Collection



Neolith, Iron Collection

The 32nd edition of CEVISAMA is set to take place at the Feria Valencia exhibition center from February 11-14, 2014. A new feature this year is that it will be running at the same time as Feria Hábitat Valencia and Fimma-Maderalia, providing visiting professionals with a comprehensive offering.

SEE YOU IN VALENCIA, SEE YOU AT CEVISAMA 2014



200,000 m² (over two million square feet) of exhibition space; 1900 companies and brands on show and an expected 130,000 visitors are just a few of the key figures for “See you in Valencia”.

Spain's ceramic tile industry will be showcasing its most ground-breaking products, making the fair a 'gallery' of trends. More international buyers gather at this show than any other, drawn to an event where the foremost brands in the industry showcase their top products of the year, an event that is the prime point of reference for architects, designers, interior designers, specifiers, buyers and the media.

The Spanish ceramic tile manufacturers will once again be the stars of CEVISAMA, the most important exposition dedicated to floor and wall coverings taking place in Spain and which attracts more foreign visitors and exhibitors every year. In all, 61,527 people visited CEVISAMA in 2013, including a 3.13% rise in the number of foreign visitors, who accounted for 18% of the total number.

One of the appealing features of CEVISAMA will be its running alongside the Hábitat and Fimma-Maderalia fairs. Both are leaders in their respective fields and will share significant synergies with CEVISAMA. Under the subtitle of “See you in Valencia” the fair is seeking to become the leading event for professionals wanting to see the most attractive and novel trends

in the field of ceramic tiles, furniture, lighting and textiles along with the top suppliers for the wood processing and furniture manufacturing sectors as well as the industry machinery.

Feria Valencia is thus set to host the leading international event for architecture, interior design and decor and will be working to further boost attendance by Spanish and international specifiers linked to the contract market (equipment for business and hospitality facilities), mainly designer, architects and interior decorators.

On the second day of the fair, as it is customary, ASCER-Tile of Spain will be holding their international press conference during which they will present the main figures reflecting the industry's performance along with the strategies devised for the future. Following the press conference and taking advantage of the presence of nearly 100 international journalists, the award ceremony for the Ceramic Tile in Architecture and Interior Design and Degree Projects competition will take place. In collaboration with ICEX Spain Trade and Investment, Tile of Spain is making arrangements for a large group of international journalists from the top publications in architecture, interior design and ceramic tile magazines, to visit the fair.

A BUSY SCHEDULE

The “See you in Valencia” program of events set to roll out over the four days of the exhibition comprises an interesting, varied offering. Some of the main attractions include:

- **Trans/hitos:** architecture and interior design involving the world of ceramic tiles in a show that this year is titled “Reflections”.
- **nude:** platform for young design talent open to several areas of design such as ceramic, bathrooms and items used by the industry that creates accessories for interiors.
+ info at: www.nudegeneration.com
- **Architecture and Design Forum:** programs of lectures and round tables centered on architecture, design and interior decoration with speakers including global figures in these fields.
- **Alfa de Oro Awards:** the Spanish Ceramic and Glass Society (SECV) grants these prestigious awards every year for the best innovations in products, processes, machinery and equipment being shown at the fair.
- **2nd Congress on Integrated Renovation in Construction (RIEd),** targeted at property developers and owners and at professionals, project managers and technical experts involved in renovation and remodeling projects.
- **Contract Business Area:** a program of discussions and working groups considering the opportunities offered by the contract market. Speakers include prominent international specifiers.
- **ShowBoom,** the city of Valencia makes its emblematic venues available to exhibitors attending the show to display their products.

Immediately after CEVISAMA ends the 13th World Congress on Quality in Ceramic Wall and Floor Tiles, QUALICER, begins. Running February 17-18, QUALICER 2014 will once again include a speech on the globalization of the ceramic tile industry given by Alfonso Panzani, former chairman of CET - the European Ceramic Tile Manufacturers' Federation ■

AN URBAN REDEVELOPMENT AND A SINGLE FAMILY HOME WERE THE WINNERS OF THE TWELFTH CERAMIC TILE AWARDS COMPETITION. A JURY COMPRISED OF ESTEEMED ARCHITECTURE AND DESIGN PROFESSIONALS ASSESSED OVER 80 PROJECTS ENTERED FOR THE COMPETITION.

12th TILE OF SPAIN AWARDS

IN ARCHITECTURE AND INTERIOR DESIGN



The jury for the 12th Ceramic Tile in Architecture and Interior Design Awards decided to award first prize in the Architecture category to a project titled “Refurbishment of the Riera de la Salut” in San Feliu de Llobregat, Barcelona, by architect Pol Femenias Ureña.

This was an urban redevelopment project in a working class, densely populated area of Sant Feliu de Llobregat (Barcelona) that had emerged around the old industrial part of town, surrounding the textile factories that provided work for the people in the neighborhood. When one of the last factories was pulled down to make an underground car park, a huge void was created and the walls of the rear patios of the houses, which up until then had been hidden, had now become the facade of this new urban space. The walls were clad with ceramic tiles fired at a very high temperature: an inexpensive

The ceramic tile screen has been built along simple geometric lines that, while using the smallest possible number of tiles provides solutions for the different kinds of wall and privacy required.

The “Refurbishment of the Riera de la Salut” project (in Sant Feliu de Llobregat, Barcelona) by architect Pol Femenias Ureña won first prize in the Architecture category. Photos: O.M. Estudi.

material that is also very strong and will age well despite the onslaught of rain, frost and temperature changes. There was a clear intention to return to using ceramic material as a reminder of the industrial past and also to replicate the earthen walls of the existing patios, by incorporating a screen with a wealth of variations, in the style of a collage of textures and open spaces.

What impressed the jury with this project was how it resolved a large-scale challenge by designing small pieces of ceramic that, through repetition and the way in which they have been arranged, have made the project a feature of the urban landscape – the screen and the wall – resolving a range of situations in a unified way. Using an inexpensive material a creative solution was achieved that adds quality and enriches one of the city’s spaces.

First prize in the interior design category went to a project titled “Casa Luz. Single Family home in Cilleros” by the young Arquitectura-G practice (Jonathan Arnabat, Jordi Ayala-Bril, Aitor Fuentes, Igor Urdampilleta).

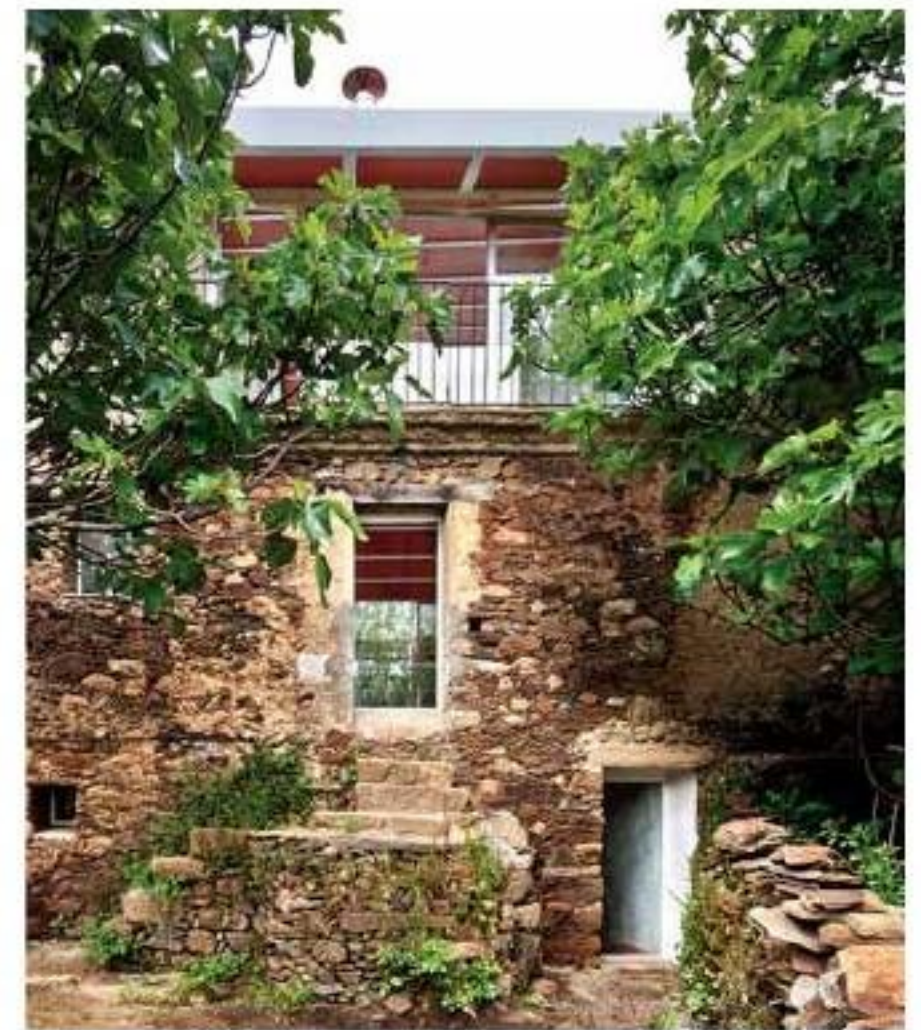
The project involved renovating an old country house, maintaining the stone facades and the side walls while creating a new interior around a patio. As the designers have said “there are times when the contemporary approach is not to use latest generation materials but instead take advantage of local know-how and the reliability of natural materials, adapting the design to the economic and geographical context.”

The jury was impressed by the architectural solution of inserting a new interior into an existing building, creating an elegant, simple home. The interior has been given a sense of quality by the very precise, coherent use of ceramic tiles which lend it warmth while the textures and construction systems provide continuity with the pre-existing architecture, achieving a sensation of unity overall.

DEGREE PROJECTS CATEGORY

The Ceramic Tile Awards also feature a category specifically for students of architecture that awards a prize to the Degree Project that has made the best use of ceramic tiles.





"Casa Luz. Single family home in Cilleros" by the Arquitectura-G practice (Jonathan Arnabat, Jordi Ayala-Bril, Aitor Fuentes, Igor Urdampilleta), won first prize in the interior design category. Photos: José Hevia.

The jury awarded first prize to "Research Centre for the Promotion and Conservation of the heritage of New Gournia (Luxor, Egypt)" by Gohar Manrique San Pedro of ETSA Madrid.

The jury was impressed by the rigor, flow and cohesion of the project, which was challenged with establishing a language that suited the existing context and has achieved it by

using building and structural systems wholly based on ceramic elements.

The jury awarded a special mention to the "Refurbishment of the Arnau Thestre in Barcelona", a project by Laura Bonell Mas of ETSA Barcelona, on account of its sophistication and her rigorous approach to the project.



The jury had to consider from over 80 projects entered for this 12th competition before reaching its decision.





The red of the ceramic tiles and the bright green of the birch tree are the dominant colors in the house.

The ceramic material provides the desired texture and warm color so there was no need for false ceilings or for walls to be painted.

FIRMLY ESTABLISHED AWARDS

The Prizes for this twelfth competition were once again awarded by a jury of top professionals. Chairman of the jury was leading architect Manuel Gallego, winner of the Gold Medal for Architecture in 2010, awarded by the Supreme Council of the Colleges of Architects of Spain. The members of the jury included architects Ignacio García Pedrosa and Francisco Freire, of Spain and Portugal respectively; specialist architecture and design journalist and critic Luca Molinari; international designer Tomás Alonso (OKAY Estudio) and Ramón Monfort, of the Castellón College of Architects.

Full information on the Awards is available at www.premiosceramica.com ■

The jury awarded first prize in the Degree Projects category to a project titled "Research Centre for the Promotion and Conservation of the heritage of New Gourni (Luxor, Egypt)" by Gohar Manrique San Pedro of ETSA Madrid.



RENOVATING WITH CERAMIC: SYNONYM FOR EFFICIENCY

In Spain, as in almost all the developed countries of the world, there is a huge complex of obsolete buildings (14.5 million), which along with their respective spaces and public facilities are almost on the edge of collapse. Hugely run down, they do not fulfil the minimum standards of efficiency, comfort and quality that are required today, while the vast majority of their inhabitants do not have the resources to solve the problem by buying a new home.

In Europe today there is a drive to encourage initiatives aimed at creating new ways of building in the near future so that we can construct and renovate in ways that are more energy efficient. One idea is to give buildings and homes an energy certificate and improve those that are not equipped with the features they need to carry through a sustainable future. The aim is clear: to make society aware of the urgent need to preserve our heritage and improve living conditions in old buildings in line with sustainability and energy efficiency criteria.

Ceramic tile is a material that can be one of the most positive forces in helping buildings and homes make a comeback, both inside and out. Their durability and the fact that they need no maintenance make them ideal to use where they will be in contact with the environment. Equally, because the porosity of ceramic materials can be controlled the heat transfer and permeability of roofs can also be controlled. It is fair to say that ceramic materials can be a positive contribution to the design of sustainable, efficient solutions for renovation, helping devise more sustainable architecture. There is more: using ceramic tiles on facades solves the challenge of details in a fast and simple way thanks to the many



Metallic look ventilated facade by Apavisa Porcelánico, from the Arch Concept collection, in the centre of Vienna.

formats and the possibility of cutting these pieces on site. This makes it easy to find a format that suits the structure of the building.

One of the best construction systems to use in renovating buildings is the ventilated facade as it facilitates energy saving and reduces the need for air conditioning. Ventiladed facades offer other benefits too, including

those of ceramic itself, thus providing one of the most efficient options for external coverings available today.

Using ceramic tiles on ventilated facades improves the building's thermal functioning by eliminating thermal bridges and condensation and improving moisture protection. They are also a conduit for releasing heat,

Private house in Aravaca (Madrid) the facade of which was clad with large format, 5mm (.2 inch) thick porcelain tiles by Neolith (Colorfeel series, Avori collection).



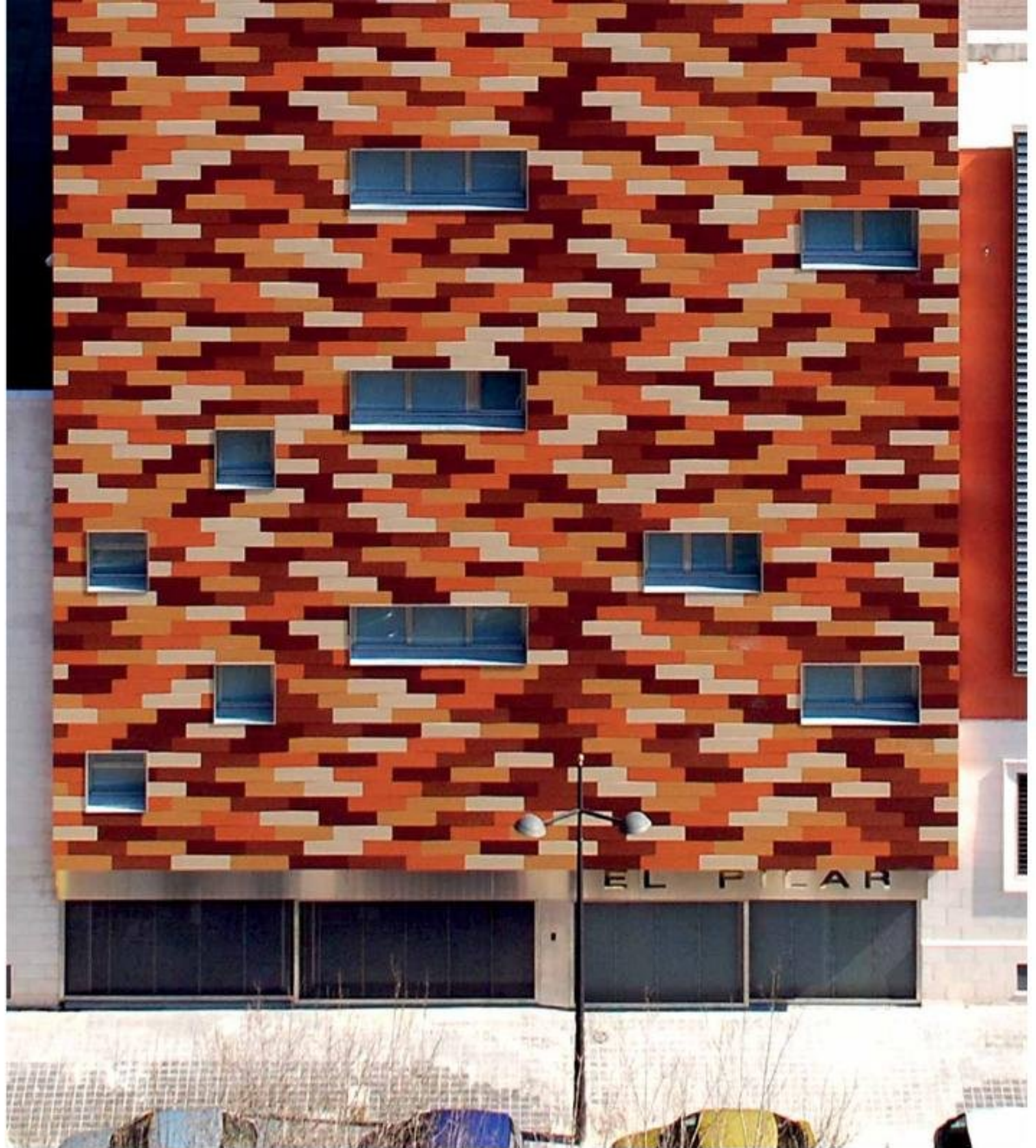


which in turn reduces the use of energy for cooling the building.

These solutions also ensure better sound insulation, eliminate thermal bridges and reduce noise pollution by an average of 10%-20%. Correcting thermal bridges produces savings of 25-40% in the cost of energy used for heating and cooling. Another of the advantages of ceramic to be considered is the cost of maintenance over the years, which is essentially nil given that external conditions do not affect ceramic tiles and rainwater is sufficient to keep them clean.

A number of apartment blocks and public buildings have rushed to be part of the group of projects that have achieved a high degree of energy efficiency by renovating their exterior by applying ceramic tiles to a ventilated facade. One example is the Nuestra Señora de El Pilar School in Valencia which was refurbished and extended using ceramic tiles in earthy colors in a project where the main criteria were the wellbeing of the pupils and the viability of the building from the perspective of its energy use.

Ceramic is not just for use on the facades of buildings; it can also transform a project on the inside. There are innumerable homes and public buildings where the designers have chosen ceramic materials because of their



The El Pilar school in Valencia was refurbished to give the interior a revamp and improve comfort levels by improving the building's air conditioning usage.



Renovation of an apartment block in Leioa (Vizcaya) where the owners wanted to retain the use of ceramic tiles on the facade but with a modern yet timeless design. The tiles are 10x10cm (4X4 inches) stoneware, suited to external use (Dune Cerámica, Black Infinity series - Emphasis Ceramics Collection).

As well as ventilated facades the industry offers a range of tiles that are ideally suited for use in renovation work, such as minimum thickness tiles that can be installed without having to remove the previous covering and raised access floors.

design or simply as a solution as to how to refurbish them. Ceramic materials combine features such as eco-efficiency, durability, design and, most of all, sustainability. Also, their temperature to the touch, strength, texture, colors, shapes and sizes and varying levels of porosity make them superb allies for designing spaces.

This was very much the case with the renovation of the Casa del Condestable by Tabuenca and Leache architects, which has enabled the ancient center of Pamplona to retrieve one of the town's major landmarks while at the same time giving it renewed purpose and prominence. The project won the 8th edition of the Ceramic Tile in Architecture and Interior Design Awards competition that ASCER organizes each year. The jury was impressed by the way the project managed to "combine steel, concrete, wood, stone and traditional tiles in an arrangement that avoids being too traditional on the one hand, and creating a conflict between the old and the new on the other."

Last, we would highlight another of the magnificent prize-winning interior refurbishment



Renovation of a single family house in Murcia. Using minimum thickness ceramic tiles made it possible to renovate both the exterior and the interior rooms, without having to remove the existing coverings, thereby avoiding demolition, noise and mess. Coverlam series, 3.5 mm (.1 inch) thick porcelain.



Access floor in the Zaragoza Provincial Courts facility. Porcelain stoneware by Pamesa Cerámica, Cosmos series.



In the renovation of the Casa del Condestable (Pamplona) by Tabuenca & Leache the custom-made terracotta tiles used are the link between the past and the present.

projects, this time from the tenth ASCER Ceramic Tile Awards: the "Casa Collage in Call de Girona" by architects Elisabet Capdeferro and Ramón Bosch. The project involved renovating an old apartment block in Girona and made use of some of the existing elements in the building such as the ceramic tiles, because of their aesthetic appeal and the stone walls and inner patios because they could help make the building more energy efficient.

There are currently no boundaries as far as renovating with ceramic is concerned and new uses for them have been pursued, such as in public spaces. A number of projects are currently under way which aim to bring new life to a public space using a material that is sustainable, inexpensive and extremely durable. Work is being done on items for street furniture, pavements, leisure spaces and many other applications that could provide an efficient means of updating many of our avenues, streets and squares. It is a way of involving the ceramic tile industry with society and is a challenge for them in terms of innovation and design as they apply technology to ceramic with the aim of creating innovative products.



Casa Collage in Girona, the winning project in the Interior Design category of the 10th Tile Awards. Photo: José Hevia.

There are a number of urban development projects in progress today that involve ceramic and are designed to revamp public spaces by using this sustainable, inexpensive, long-lasting material.

Urban renovation of both offices and public spaces is a way of making everyone around aware of the excellent properties of ceramic as one of the most versatile materials to use for embellishing cities and reviving dilapidated spaces. Ceramic is now integral to our perception of architecture, urban development and, most of all, has become a means for people to live in an environment of which they feel proud ■

SHOWROOM // LAST TRENDS



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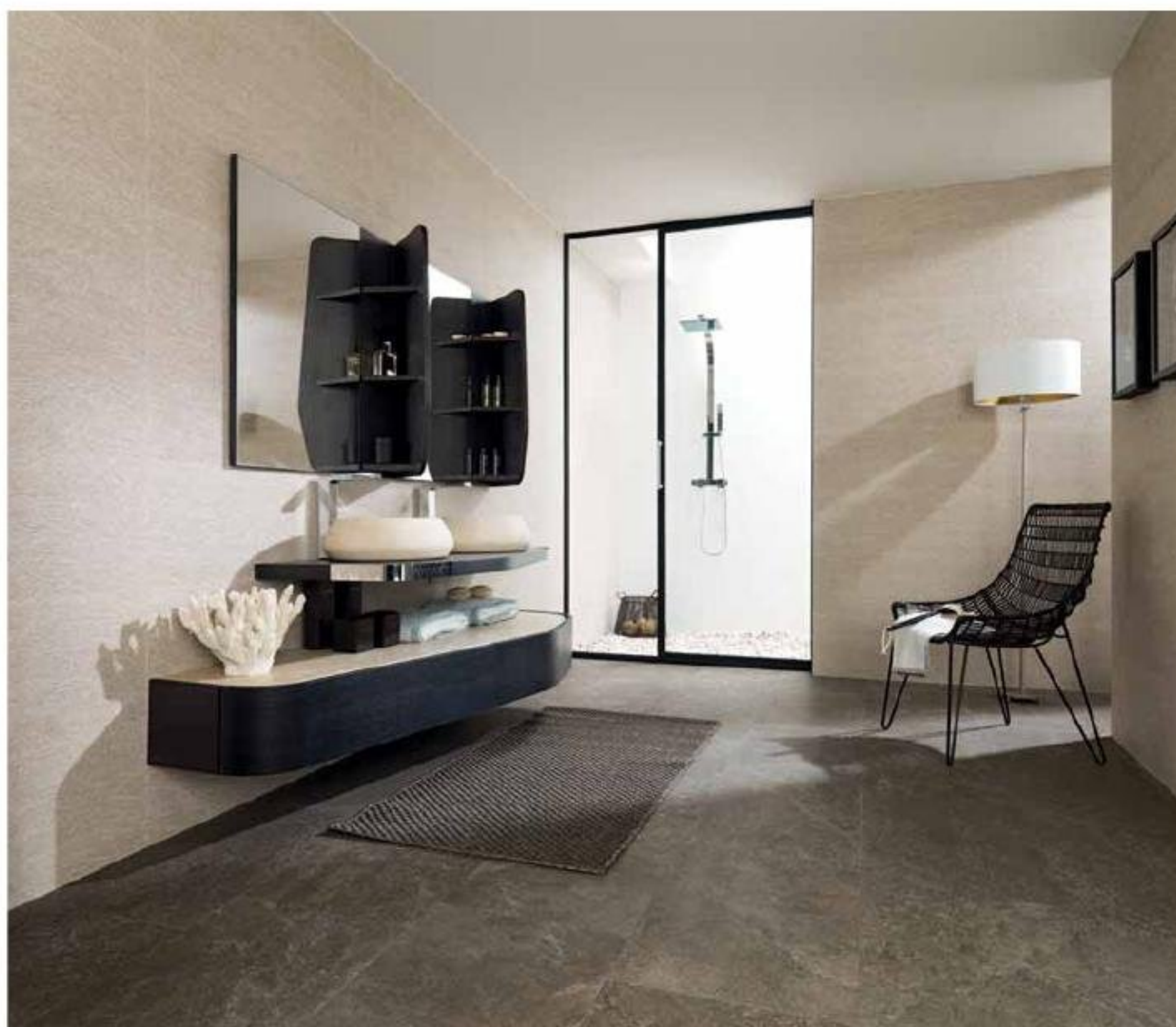
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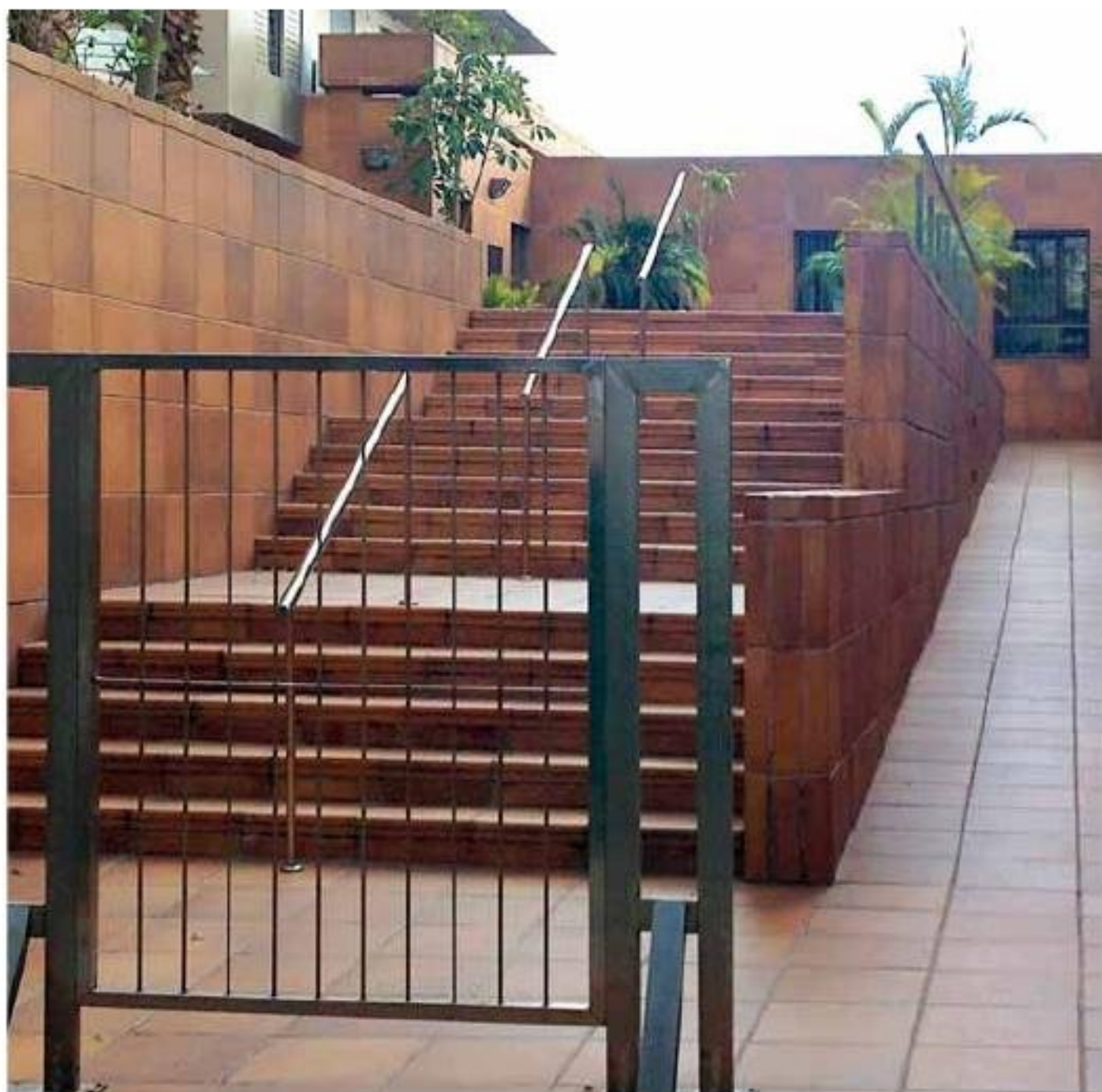
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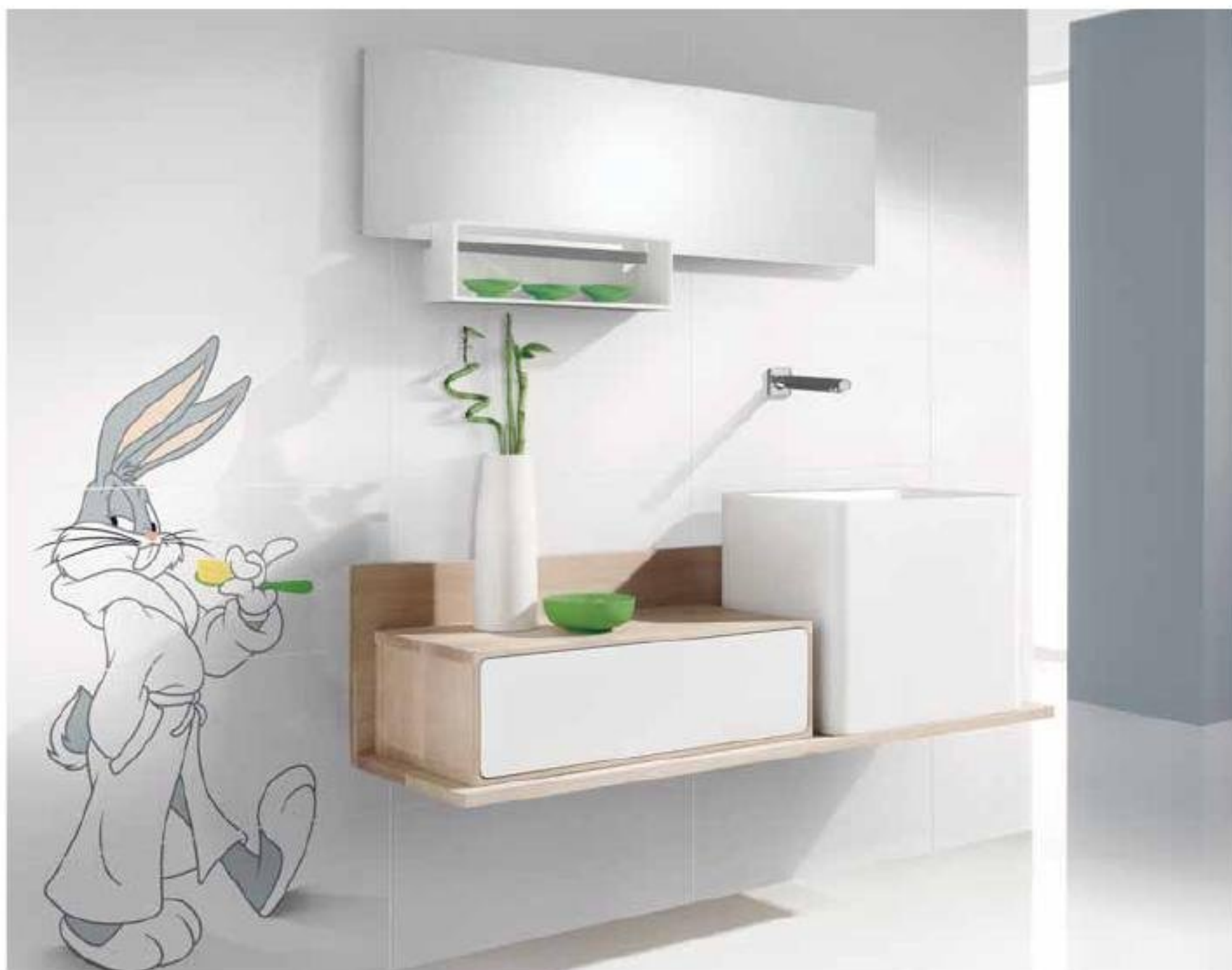
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NEWS FROM TILE OF SPAIN

WWW.SPAINTILES.INFO WEBSITE NOW IN FRENCH

ASCER recently launched the French version of Tile of Spain's promotional website: <http://www.spaintiles.info>. The different sections of the website provide full information on ceramic tile products - types, uses, advantages, advice, latest trends etc. - as well as information on Tile of Spain promotional initiatives such as trade fairs, seminars, news and so forth ■

TILE OF SPAIN IN EMERGING MARKETS

Eight Tile of Spain manufacturers exhibited at the most recent edition of the ACE:TECH fair in Mumbai (October 10-20), a highly successful venture in terms of the number of visitors they received. The group stand gave India its first sight of the new "Tile of Spain Distinctively Unique" marketing campaign graphics, which bathed the whole stand in gold.

Eleven manufacturers, all members of ASCER (the Spanish Ceramic Wall and Floor Tile Manufacturers Association) exhibited this autumn at the leading construction fair in the Persian Gulf, The Big 5, which took place in Dubai (UAE) from November 25-28 ■

UPCOMING EVENTS

As usual, the Tile of Spain companies' agendas are brimming with international activities designed to promote the sector and its products around the world, especially in those countries that offer high growth potential.

INTERNATIONAL EXHIBITIONS

- MOSBUILD (April 15-18), Moscow, Russia.
- COVERINGS (April 29 to May 2), Las Vegas, Nevada (USA).

SEMINARS

ASCER is organizing a series of seminars on the Spanish ceramic floor and wall tile manufacturing industry. This is supported by ICEX with the collaboration of Spain's Commercial Offices in those countries where a Promotional Campaign exists. The seminars are targeted at specifiers. Recently seminars have been held in London (United Kingdom), Berlin (Germany) and Novosibirsk (Russia) and the program is expected to continue throughout 2014 with a number of events, mostly in Germany and Russia ■

MADE4CERAMICS

Tile of Spain was present for the second time in the architecture and construction design show, MADE EXPO Milan (October 2-5). Over the four days of the event ASCER showcased the many possibilities ceramic offers for architecture and design today. The initiative was organized in collaboration with the Spanish Economic and Commercial Office in Milan and ICEX Spain Trade and Investment.



The Tile of Spain stand included a product display area targeted specifically at specifiers.

As well as having its own information stand that included a product display area, Tile of Spain was also a significant presence in several areas of Made4Ceramics, the section of MADE dedicated to showing the latest ceramic products and their applications. Tile of Spain was a major feature of the exhibitions of both architectural projects and novel products. The work of ASCER's Network of Ceramic Tile Studies Departments was also represented at MADE, with several projects and models being selected to be displayed in the schools (scuole) section.

Tile of Spain ran a seminar for both professionals in the fields of architecture, design and interior decoration and the industry press titled "Title of Spain: Ceramic and Architecture: trends, innovations and technology" led by architect Clara Vicedo (ASCER) and materials technology expert Umberto Menicale ■



Tile of Spain seminar held recently at the SCIN Gallery materials showroom in London.

DISTINCTIVELY
UNIQUE

SPANISH CERAMIC TILE

