

# CERASPAÑA

2014 / CERAMIC / ARCHITECTURE / DESIGN

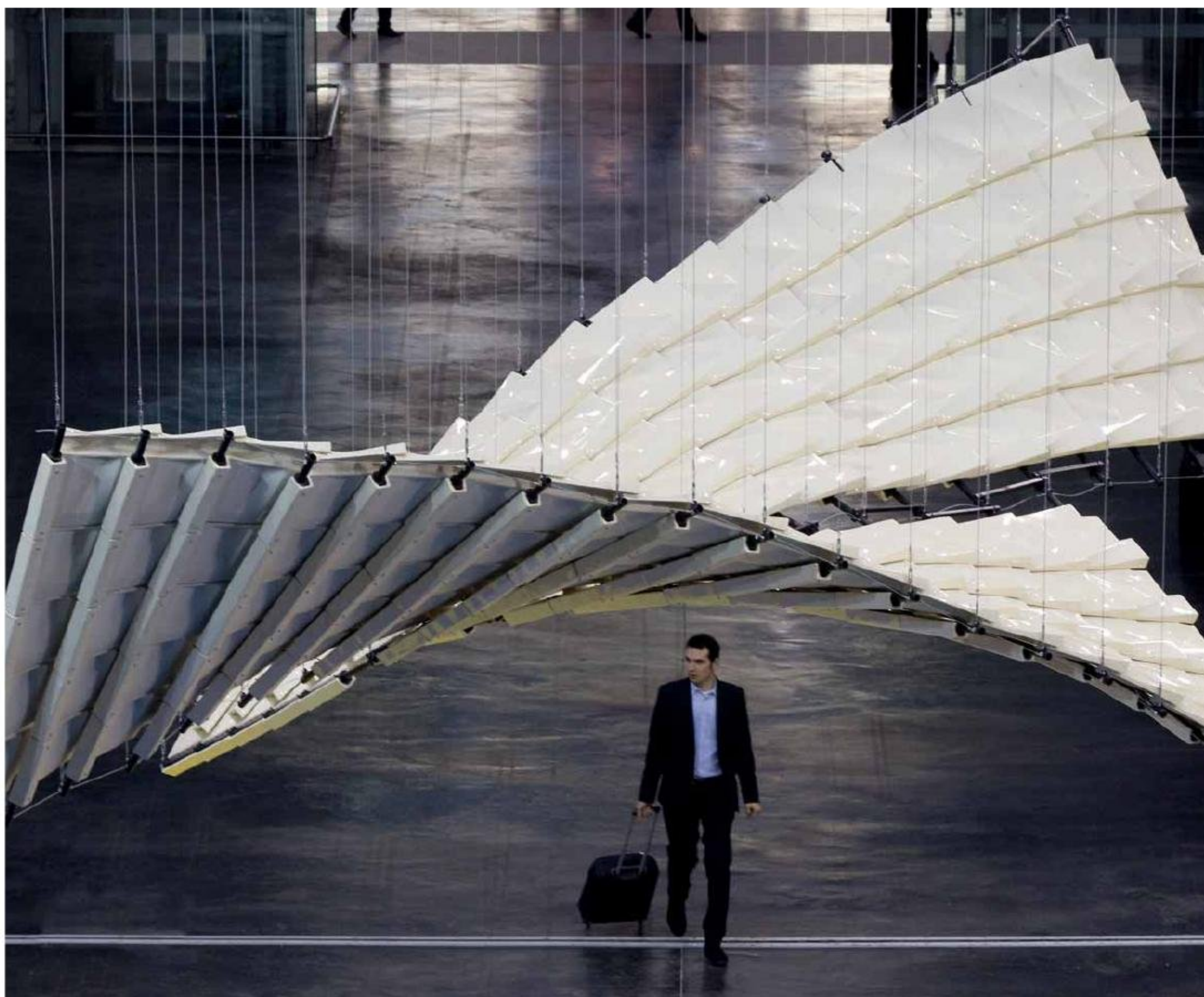
GEOMETRY AND CERAMIC TILES

PROJECT: 4 IN 1 HOUSE

RETAIL AND CERAMIC TILES

**'CERAMIC SHELL': STAR FEATURE OF TRANS/HITOS 2014**

**33**



# Editorial

## Geometry and ceramic tiles

Geometry is one of the oldest known sciences. Widely practised in Ancient Egypt it was a medium of practical knowledge relating to length, area and volume.

Ceramic tiles are intrinsically linked to geometry as they cannot exist without reference to length, area, surface and volume. Ceramic is also one of the oldest materials used in construction and there are indeed vestiges of its use in Ancient Egypt, as in the coverings of the internal walls of the stepped pyramid of Saggara (2650BC).

This issue of Ceraspaña includes several articles that share a common thread in that they all refer to geometry. In the report on trends we look at aesthetics and how there is a renaissance of geometric motifs in the current collections, while in the report we have dedicated to an architectural project, the 4 in 1 House, geometry is seen to play a pivotal role, as one would expect. Architecture is inconceivable without geometry.

Geometry, and in particular the challenge of creating a surface with a double curve from a single piece of ceramic, was central to the efforts of the team of experts that worked with Tile of Spain at Harvard's Graduate School of Design. The spectacular results were on show at the most recent CEVISAMA in the form of the "Ceramic Shell" installation, which was undoubtedly one of the fair's star attractions.

The results of CEVISAMA and of the subsequent trade fairs which have filled Tile of Spain manufacturers' schedules, can also be given a geometric interpretation in that we could say that they represent a turning point: the point at which the curve turns upwards, marking the start of a path of stable growth ■

For the digital version of Ceraspaña go to: <http://library.tileofspain.com>



### READER SERVICE

If you would prefer to receive the **extended digital version** of the magazine instead of the hard copy, please register at <http://library.tileofspain.com>

If you would like to receive more information on the companies featured in Ceraspaña, contact ASCER: [ceraspana@ascer.es](mailto:ceraspana@ascer.es) or visit our website, [www.tileofspain.com](http://www.tileofspain.com)

## ISSUE 33 · 2014

EDITED BY ASCER

Spanish Ceramic

Tile Manufacturers' Association

C/ Ginjols, 3 · 12003 Castellón · Spain

Tel. +34 964 727 200 · Fax +34 964 727 212

[global@ascer.es](mailto:global@ascer.es) · [www.tileofspain.com](http://www.tileofspain.com)

Ceraspaña is a free newsletter distributed by ASCER.

PUBLISHED

ASCER

DESIGN AND PRODUCTION

Plató

SPONSORED BY



España  
Exportación  
e Inversiones



EUROPEAN UNION  
EUROPEAN REGIONAL  
DEVELOPMENT FUND

A WAY TO MAKE EUROPE

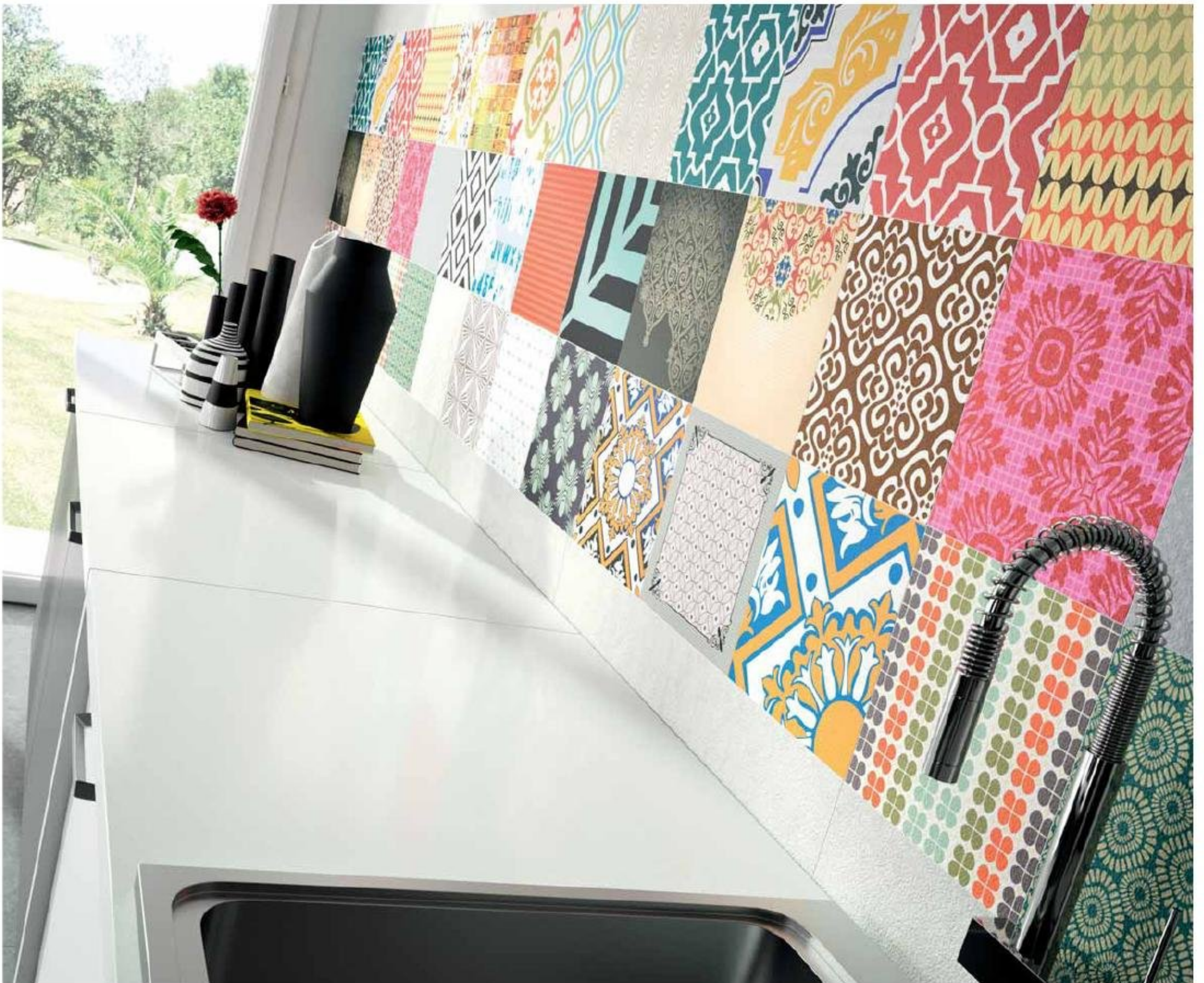
# Summary

|    |                                                                                       |
|----|---------------------------------------------------------------------------------------|
| 02 | EDITORIAL<br>GEOMETRY AND CERAMIC TILES                                               |
| 03 | GEOMETRY AND CERAMIC TILES                                                            |
| 07 | TILE OF SPAIN APP FOR CERSAIE 2014                                                    |
| 08 | 'CERAMIC SHELL'                                                                       |
|    |   |
| 10 | RETAIL PREMISES AND CERAMIC TILES                                                     |
|    |  |
| 14 | THE 4 IN 1 HOUSE: FOUR WAYS OF<br>INHABITING THE SAME HOUSE                           |
| 17 | SHOWROOM                                                                              |
| 23 | NEWS FROM TILE OF SPAIN                                                               |
| 24 | THE 13th CERAMIC TILE AWARDS                                                          |

FRONT COVER PHOTO: 'CERAMIC SHELL'  
INSTALLATION AT TRANS/HITOS (CEVISAMA  
2014). PHOTO: ACF FOTOGRAFÍA.

# GEOMETRY AND CERAMIC TILES

If there is one concept that is inextricably linked to ceramic wall and floor tiles it is geometry. The infinite number of designs, types, sizes etc. of ceramic wall and floor tiles tend to share one common denominator: the fact that the tiles are geometric and have right angles.



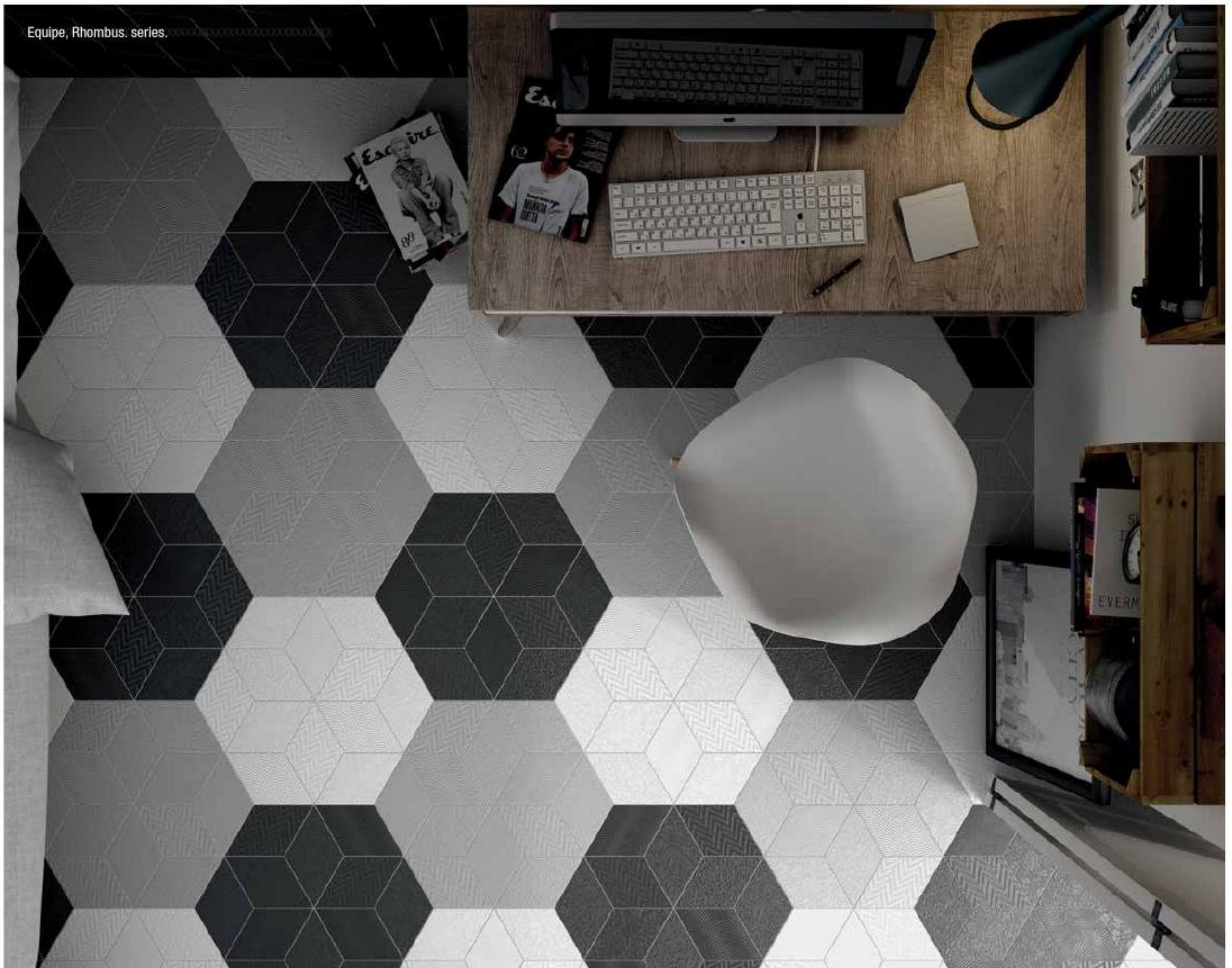
The last few years have seen a resurgence of collections with geometric decorative motifs. Ceracasa, Deco Colorful and Project series.

**G**eometry in ceramic tiles reveals one of the material's properties which offers the most potential for creativity and that can be approached from different perspectives, thus offering an infinite number of combinations. One approach is to look at the shape of the tile: while the majority of floor tiles are square or rectangular, they are also widely available in other formats such as hexagons, rhombuses and so forth. Another approach is through the decorative motifs on the visible surface of the tile, which come in geometric designs to suit all tastes and styles. Yet another take on geometry in ceramic tiles is to play with the way they are laid.

**As well as the traditional square and rectangular formats the Tile of Spain manufacturers also produce triangular, octagonal and even rhomboid tiles.**

#### **Geometry and shapes**

One of ceramic tiles' defining features, which distinguishes them from other materials is the unlimited array of formats in which they can be made. Tiles come not just as squares and rectangles but also as hexagons, triangles, rhomboids, octagons, circles etc. and not just as private commissions for specific projects (Santa Caterina Market: hexagons, Benidorm Boardwalk: circles...). It is also easy to find an extensive range of shapes in manufacturers' catalogs...and an equally extensive range of sizes, from mosaic tiles that can be measured in millimeters to large formats...without





Nandos Restaurant in London with Gallery series floor tiles by Land Porcelánico.

forgetting three-dimensional tiles and those that boast added volume.

### Decorative geometry

Designs based on geometric patterns have been gaining ground amongst collections of ceramic tiles for a while now – shapes, figures and abstract forms together with distinctive colors that provide a sense of energy and movement. From the simplest compositions derived from combinations of pieces of mosaic in different hues to the most daring designs that are appearing in some collections inspired by Op Art or with clear references to Escher, which manage to alter the perspective of the surfaces upon which they are placed, thereby creating interesting visual effects.

One of the trends gathering the most followers is the one that takes inspiration from hydraulic mosaics, in which geometric motifs and those inspired by nature were the most common.

Also finding their niche are the more classic and sober collections: those with stripes, circles and minimalist details that give spaces an elegant, timeless finish.



Floor tiles laid side by side by Gres de Aragón, Retro series, 33 x 33 cm (13X13") format.



Vives, Tirso series, 43.5 x 43.5 cm (17X17") format.



Layout in the form of a ceramic carpet Tau Ceramica, Heritage series.



Undefasa, Luxor decorated.

### Geometry in the installation

You can play with the way the tiles are installed and create unusual spaces with the most basic, standard tiles by laying them out in unconventional ways. Some basic layouts are: at right angles with continuous joints, offset (where the tiles are placed side by side but a third or half length ahead of each other), with the joints at 45° to each other, in a herringbone pattern, with borders or carpet style.

As the root of the word itself implies, geometry is the metering (measurement) of the gueso (earth) – a definition that can apply 100% to ceramic floor and wall tiles which, as they, too, come from the earth are available in a thousand and one different shapes and sizes to brighten up our life ■

As well as the traditional square and rectangular formats Tile of Spain manufacturers also produce triangular, octagonal and even rhomboid tiles.

# EVERYTHING YOU NEED TO KNOW ABOUT TILE OF SPAIN DURING CERSAIE'14 AT YOUR FINGERTIPS

The app is free to download and is available for iPad, iPhone and Android mobiles, from Apple Stores and Android Market respectively.



A useful tool to help visitors find Spanish products.

For the third consecutive year Tile of Spain is providing a free digital app for smart phones and tablets (iPhone and Android) that provides full information on all its member companies that are exhibiting at the CERSAIE fair (Bologna, September 22-26). The agility with which the industry can respond to change has been amply demonstrated by the speed with which it has taken the digital era on board – itself a reflection of the times we live in now, with sustainability, design and accessibility being of prime importance.

This tool has been very well received in previous years and proved to be extremely useful for the fair's visiting audience as it made information on the Spanish exhibitors available in a simple, practical format: where each company was located on the floor plan of the different halls, contact details, images of new products, etc.

The CERSAIE'14 app also helps those attending the fair plan so that their visit is efficient and uninterrupted as it includes filters that enable users to search for companies by name, sector and location, mark a list of fa-

**The mobile 'App' includes full information on the companies participating in the joint stand organized by ASCER for CERSAIE'14.**

avorites and even share information on social networks and by e-mail.

Some of the app's utilities include:

- 📖 List of exhibitors: navigate through the list filtering the names alphabetically and by sector.
- 🔍 Quick search by company name.
- ★ 'Favorites': select the companies you want to see, create an easy to do list and your visit to the fair is then simple to organize.
- 📍 Navigation around the halls: the map function makes the halls and the stands easy to find.
- 📄 Company profiles: featuring information

about new products, where to find them at the fair and contact details in Spain and Italy that can be saved directly to your calendar and/or datebook.

The app is free to download and is available for iPad, iPhone and Android mobiles from the APP Store and the Android Market Play Store. It can also be downloaded from the <http://www.tileofspain.com/cersaie> website.

This year's version offers improved usability and performance on platforms with IO technology (iPhone and iPad).

## CERSAIE 2014

A number of companies from the Spanish ceramic tile industry, including the sanitary ware and ancillary industries will be exhibiting at CERSAIE'14. This 31st edition of the fair takes place from September 22-26 in Bologna, Italy. CERSAIE is the biggest international showcase for the Ceramic Tile and Bathroom manufacturing industries and visitors to the event include retail professionals, architects, interior designers, display companies and the leading construction companies from all five continents ■

# HARVARD DESIGNS SPECTACULAR CERAMIC ROOF

Trans/hitos: Reflejos (Reflections), the show about architecture and design as it relates to the world of ceramic tiles, was once again the focus of attention for visitors to CEVISAMA. This time around the indisputable star of the show was the spectacular “Ceramic Shell” installation, a huge ceramic tile roof suspended from the hall’s central pillars.

© ACF Fotografía.



The installation was suspended more than 3 metres above the floor.  
© ACF Fotografía.

Researchers from the Graduate School of Design (GSD) at Harvard University, and from the Graz University of Technology, recently presented an installation that showcased new structural possibilities for ceramics at the 2014 CEVISAMA. The shell system is part of a research project that highlights the aesthetic and formal qualities of an innovative structural system developed at the Design Robotics Group at the GSD. This ongoing research project is led by Professor Bechthold at Harvard University, and is supported by the Spanish Ceramic Tile Manufacturer's Association (ASCER), as well as CEVISAMA and the Institute for Ceramics Technology (ITC).

Ceramics hold a long and indisputable reputation in architecture as a noble, enduring material, and its application is frequently as-

**The unique feature of the “Ceramic Shell” is that it is a double curve that has been created out of single tiles, whereas standard practice with this kind of surface is to use different tiles.**

sociated with surface cladding and interior finishes. The research team is intending to widen the design scope for ceramics by developing a challenging application: structural shells. Inspired by the pioneering work of engineers Eduardo Torroja and Eladio Dieste half a century ago, and learning from Rafael Guastavino's tile vaults, the research proposes a composite system in which the composite action of ceramics and concrete creates a lightweight, thin structural surface. The ceramic tile element is designed strategically to accommodate the complex geometries of the structure, and address construction and production tolerances as well. The structural tile element serves as a formwork for casting high-strength concrete, providing a unique and appealing scale-like aesthetic.

The 8 by 5 meters (26X16 feet) installation at Cevisama 2014 was exemplary of the aesthetic and formal qualities of the system. The double-curvature surface, suspended at the central crossroad of the exhibition hall, provided dynamic impressions according to the spectators' point of view. In addition, the installation showed the technical feasibility of producing custom tiles even for low production volumes. The 140 pieces required for the shell were manufactured using the traditional artisanal method of slip casting in plaster molds.

The Harvard University GSD is currently running a research program titled “Ceramic Futures” as part of the partnership the prestigious North American university formed with ASCER in 2007. The students involved in the project receive special training on ceramics and explore methods for running experiments geared to advanced architectural applications, such as advanced digital modelling, digital manufacturing methods, robotic ma-



nufacturing etc. – all incorporating aspects of sustainability and environmental awareness.

ASCER maintains close working relationships with international educational establishments such as Harvard's GSD, the School of Architecture at Liverpool University (United Kingdom) and the Darmstadt School of Architecture in Germany through their network of Ceramic Studies Departments.

#### Credits:

**Design Robotics Group/GSD:** Martin Bechthold, Leyre Asensio Villoria, Felix Raspall, Stefano Andreani, Jose Luis Garcia del Castillo Lopez, Amanda Lee, and Kevin Hinz  
**Sponsors:** ASCER, Cevisama and ITC  
**TU Graz:** Prof. Andreas Trummer  
**Coordinator ITC:** Javier Mira Peidró ■



© ACF Fotografía.



Interior of the L'Oreal Academy in Barcelona (EMBT Arquitectos). Ceramic flooring custom designed for the project.

# RETAIL SPACES AND CERAMIC TILES

**T**hese days the interiors of retail spaces are one of the benchmarks of design and the cutting edge in architecture and interiors. The aim with these trend-setting environments was to try to get those coming in to feel at home and experience unique sensations in a setting that had been designed to be enjoyed. These are welcoming, exclusive spaces that are as modern as can be...anything goes in order to create that environment in which the customer will want to relax and enjoy the experience. Interior designers and architects

**Ceramic stands out as it offers high technical specifications such as strength, anti-slip surfaces, hygiene and durability, all of which are essential in this type of project.**

study this objective then take their ideas and professional approach to create spaces that they bring to life in different ways. Ceramic is an outstanding material in these environments where strength and durability, as well as design, are of prime importance. Equally, ceramic offers a degree of versatility in terms of formats, sizes and color with which few other materials can compete. What is more, interior designers are very conscious when they are creating commercial spaces, or using materials that are natural and neutral so as to



Chocolateria Brescó (Barcelona) Neolith, Avorio and Chocolate models (Colorfeel collection).

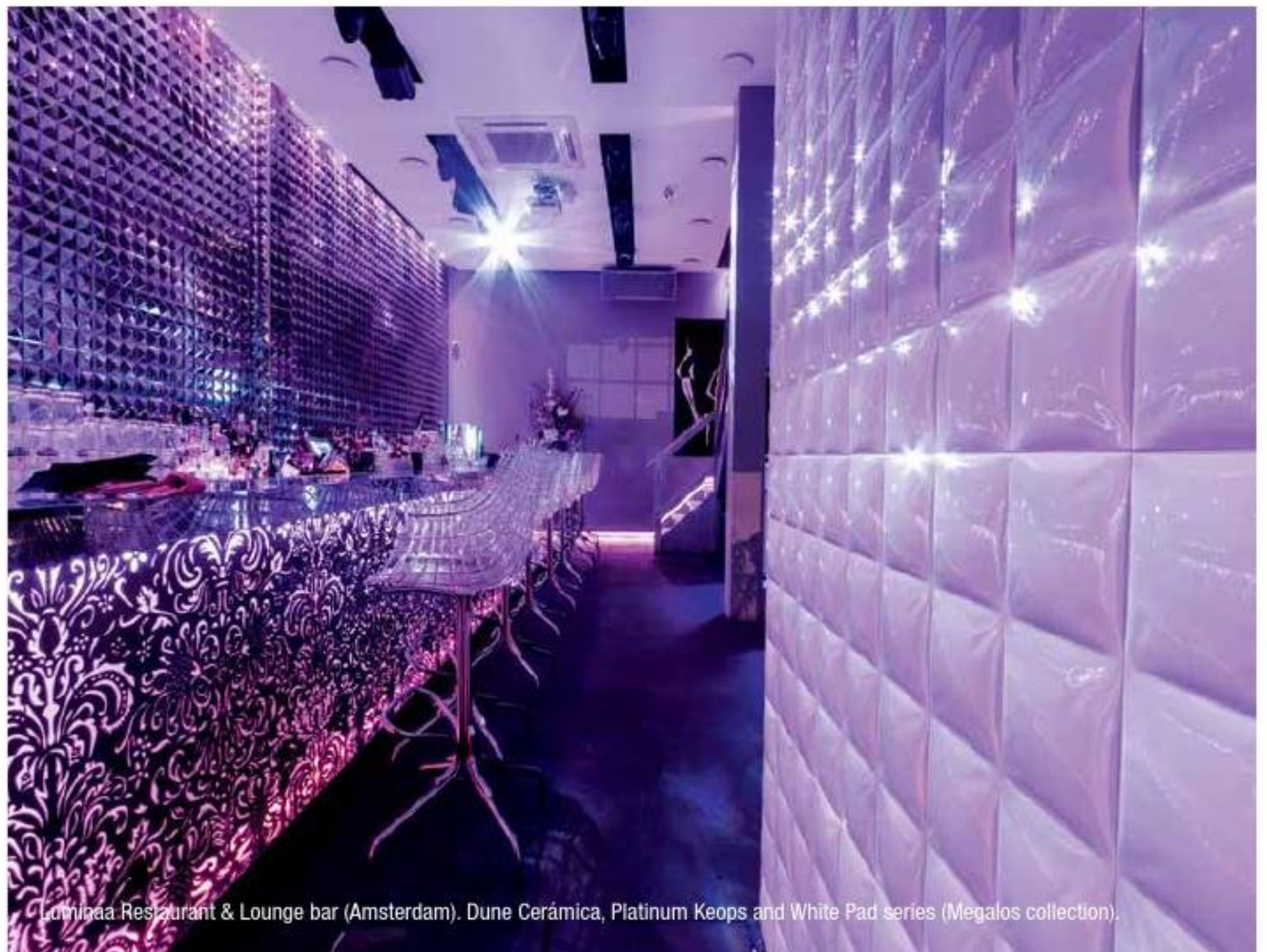


Fashion shop with porcelain stoneware floor by Keraben (Kursal Óxido series, 100 x 50 cm -40x20"- format).

**All of these projects reflect the versatility that ceramic affords for designing commercial spaces and that is something that some professionals are still unaware of.**

avoid the undesirable changes that can happen with the passage of time.

There are no set rules when it comes to designing this type of space, just one fundamental principle: to create a space that is emotive, a setting that works around the user and makes their visit to the restaurant, shop, bar etc. an experience in itself. Ceramic is playing an increasingly prominent role in these spaces because of its aesthetic versatility and its functionality.



L'Orangerie Restaurant & Lounge bar (Amsterdam). Dune Cerámica, Platinum Keeps and White Pad series (Megalos collection).



There is no doubt that the eye-catching floor at "La Llonjeta" (in Dénia, Alicante) is the shop's identifying feature. Cerámicas Aparici, Moving series.

There are many bars, restaurants and gastronomic venues that choose ceramic as the main material in the design of their premises. The current trend for re-visiting culinary tradition and modernizing it is echoed in the design of the premises, which use traditional materials but in a contemporary way. There is thus a plethora of examples of tiles being used in a vintage style, such as the Herbolario De Natural by Estudio Vitale where porcelain stoneware in a neutral grey was used for the general flooring as this is a very strong, low maintenance material – ideal for high traffic public spaces. In addition, so as to associate the space with the traditional, familiar values of the old-fashioned neighborhood markets, they installed a ceramic tile carpet inspired by the modernist designs of hydraulic floor tiles but with all the advantages of today's technologies. One of



The "De Natural" with vintage style tiles by Mainzu (20 x 20 cm / 8X8" - Victorian series) and porcelain stoneware tiles by STN (60 x 60 cm / 24X24" - Cosmic series).



Celebrated chef Ricard Camarena's Central Bar in Valencia.

the city of Valencia's best-known bars is Ricard Camarena's Central Bar. Designed by interior designer Francesc Rifé, it stands in the emblematic setting of Valencia's Central Market. Terracotta tiles were used as the

main element of the design because of their characteristics and simplicity, drawing a parallel with chef Ricard Camarena's cuisine, which is notable for its humility and his use of high quality raw materials. The different

textures and finishes of the tiles, with some even being used back to front creating an uneven, earthy colored texture, fills the space with personality.

All of these projects are yet another demonstration of ceramic floor and wall coverings' main attribute and of the feature that best defines ceramic: versatility in usage and aesthetics. What other material offers such high technical specifications in terms of being resistant to heavy traffic, anti-slip, hygienic, low maintenance etc. without forfeiting the sought-after style and design elements? ■



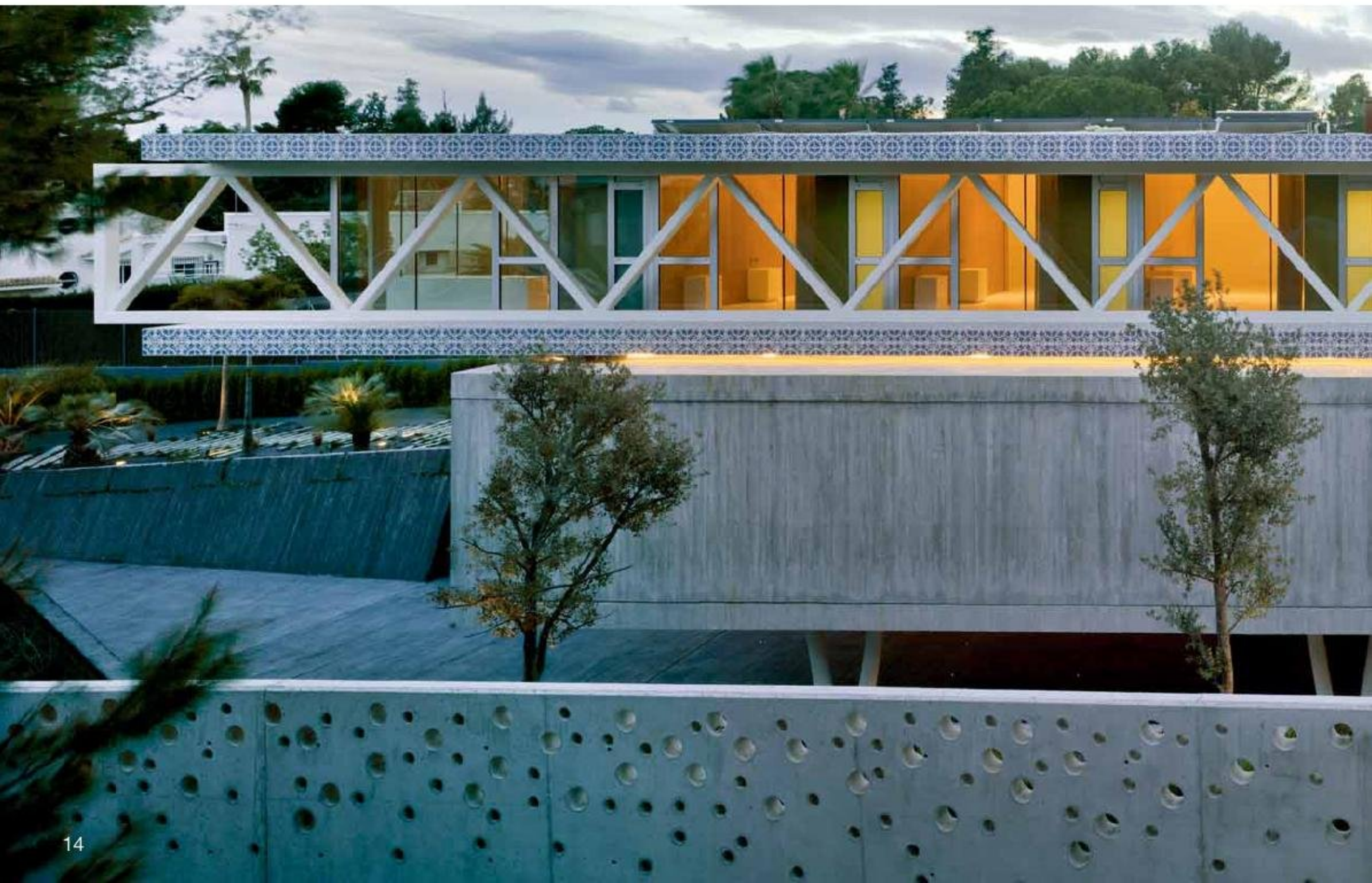
The Itinere restaurant in the Baqueira Beret ski resort, which combines wooden floors with large format, ultra-thin strips of ceramic tile on the walls. Techlam© by Levantina, Vulcano series. Photo: Gorka Matinez.

THE 4 EN 1 HOUSE PROJECT ■ MANUEL CLAVEL ROJO

# THE 4 EN 1 HOUSE: FOUR WAYS OF INHABITING THE SAME HOME

The home is one of the biggest ‘laboratories’ for the architects who invent the mechanisms for designing and building domestic spaces. The current new sensitivity to issues of efficiency and economy calls for a fresh response to the demand for new ways of life and ceramic is one of the ways of meeting the new criteria.

The 4 en 1 House, Architect Manuel Clavel Rojo. © David Frutos.



The masters of modernity turned the domestic environment into a veritable spatial laboratory, making the interior of their homes a 20th century box, simple and technical. This led to the emergence of a new way of inhabiting the home that related directly to the new technologies and offered questionable levels of privacy. The exterior, however, remained a space in waiting, a space that had only been looked at in passing and that had evolved over decades.

Nowadays this type of home, which re-defines space and posits new domestic goals, is still being designed, although less persistently. The concept of the house has been re-defined and the definition goes beyond the usual one as a way of catching the attention of the user and of everyone in the vicinity. It was this that gave rise to architect Manuel Clavo Rojo's 4 in 1 house project, which was a finalist in the twelfth ASCER Architecture and Interior Design Tile Awards.



Interior of the house. © David Frutos.

The Murcia based architecture studio has designed four types of space which Manuel Clavo Rojo has built and translated into an unusual, unique home.

Spatially the house is divided into four units: below ground the formwork is made of poured dark colored concrete structure with a surface effect of wooden lathes; on the ground floor the space is colorless concrete; on the same level there is a black glass area

and also on the first floor a C-shaped room. The latter space stands out from the rest and provides the house with character as it has been clad with ceramic tiles in traditional style and colors. The impressive C-shaped room opens to the outside so as to enjoy all the sunlight that south eastern Spain has to offer. The tiles chosen here are a classic style white and blue in a 20x20cm (8X8") format, which alters the perception of just how long the room is. The colors and size of these ti-





General view of the house and surroundings. Architect Manuel Clavel Rojo. © David Frutos.

les are a return to the past and contrast with the modern structure that has been built on a huge, 37 meter (121 feet) metal truss which is what enables the light to pour into the home.

The ways in which people use a home are very different depending on where it is located, how the rooms are arranged and the culture of the people living in it. There are no limits to the approaches that can be taken. This single family home in Murcia offers four different approaches in one – hence its name: the 4 in 1 House. In this one project architect Manuel Clavo Rojo has created a different sense of the space on each of the three floors. He has taken particular care to devise different environments throughout the inside of the house, studying everything in minute detail. The main objective was to create unique sensations in each of the spaces, doing so through the use of ceramic tiles.

The house can be experienced on four different levels:

**Experience Leisure:** on the floor below ground level the fun starts in the parking bay, with the view of the swimming pool through an 'indiscreet window'.

**Experience Relaxation:** it is on the ground floor where you find the social area, living room, and the space to enjoy listening to music.



Detail of the classic style tile (20x20 cm / 8X8 inches) on concrete slabs. © David Frutos.

**Experience Minimal living:** the third environment is a room that has independent access from the rest of the house and therefore can be used in many ways.

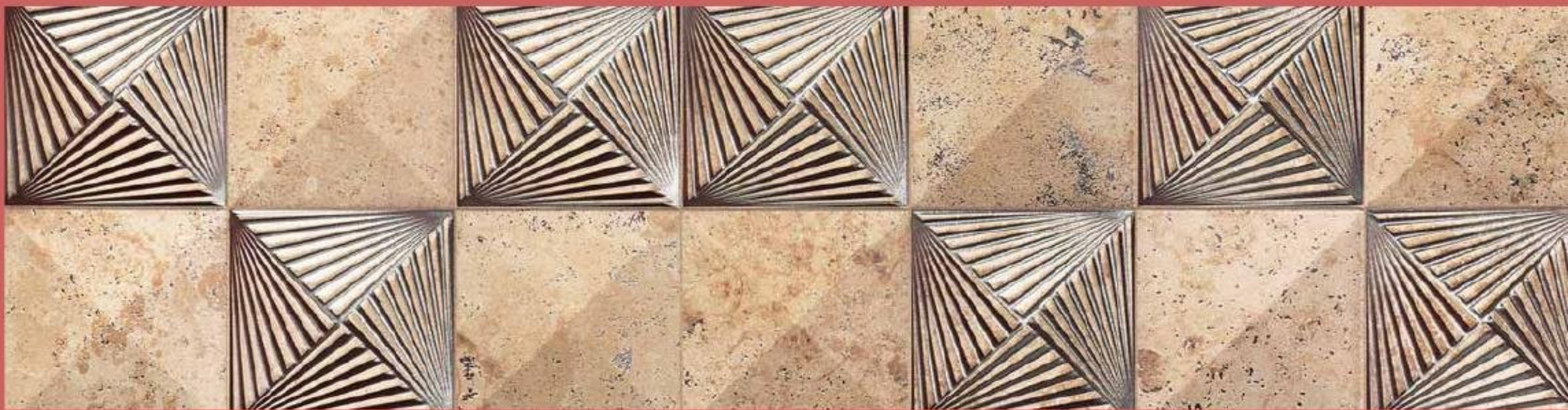
**Visiting:** the first floor has been organized as if it were a boutique hotel. A series of rooms has been set up in the ceramic-clad area that can be occupied in accordance with the num-

**The chosen tiles are blue and white, in a classic style and the 20x20cm (8X8 inches) format alters the perception of just how long the room is.**

ber of visitors in the house at any one time. There is also a central living space that is connected to the hub by stairs.

There is no doubt that the major changes in construction occurred at the beginning of the 20th century with the Modern Movement, the result being simple, light, orderly spaces designed to make life comfortable. During the 60's this simplicity progressed towards minimalism as the concern became to create homes that were more than just adequate. Since then, there has always been the basic model home geared to the conventional type family. On this occasion, however, Manuel Clavo Rojo has innovated and experimented as architects used to do and has designed an innovative concept of home, where ceramic provides beauty, versatility and sustainability ■

# SHOWROOM // LAST TRENDS



REALONDA · KEFREN DECO AND KEFREN BASE SERIES - METÁLICOS COLLECTION · [realonda@realonda.com](mailto:realonda@realonda.com) · [www.realonda.com](http://www.realonda.com)

PERONDA GROUP

HARMONY SERIES  
DSIGNIO COLLECTION  
GEN MODELS

peronda@peronda.es  
www.peronda.com



EL BARCO

MYSTIC 15x45 CM. (6x18") SERIES AND KEOPS 15x45 CM. (6x18") SERIES  
elbarco@elbarco.com · www.elbarco.com



ROCA

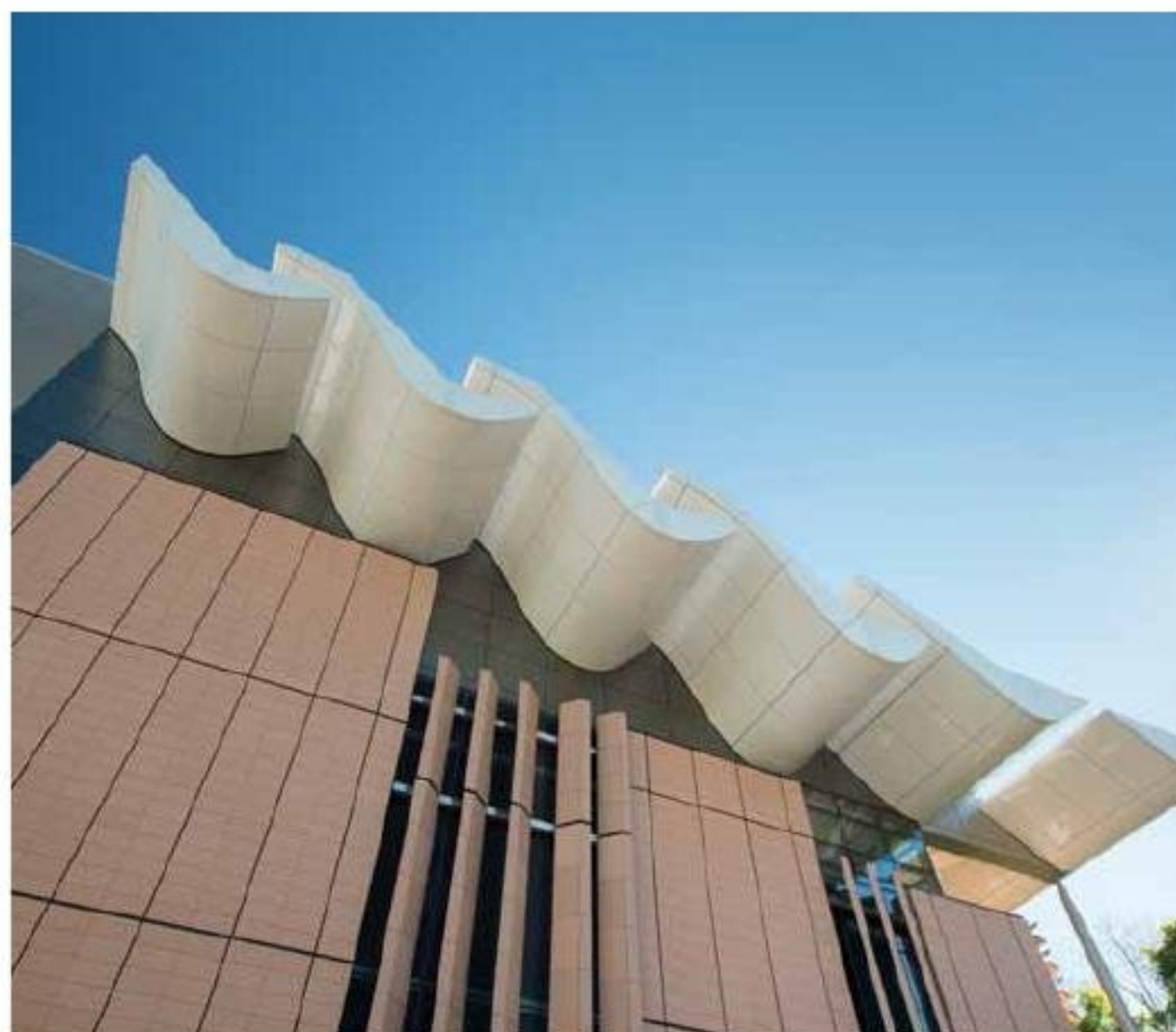
FUSION SILK SERIES - STAR TUTTOMASSA 40% RECICLADO COLLECTION  
info.tiles@rocatile.com · www.rocatile.com



## IBERO

QUO SERIES, 30x100 CM (12x40") FORMAT

[ibero@iberoceramica.com](mailto:ibero@iberoceramica.com) · [www.iberoceramica.com](http://www.iberoceramica.com)



## CERÁMICA MAYOR

TEMPIO SERIES - FK-L2-16, BAGUETTE BO 300x62 COLLECTION

[mayor@ceramicamayor.com](mailto:mayor@ceramicamayor.com) · [www.ceramicamayor.com](http://www.ceramicamayor.com)



## COLORKER

COSMOS SERIES

[colorker@colorker.com](mailto:colorker@colorker.com)

[www.colorker.com](http://www.colorker.com)

PLAZA CERÁMICAS  
SPIRIT SERIES-COLLECTION  
plaza@plazatiles.com  
www.plazatiles.com



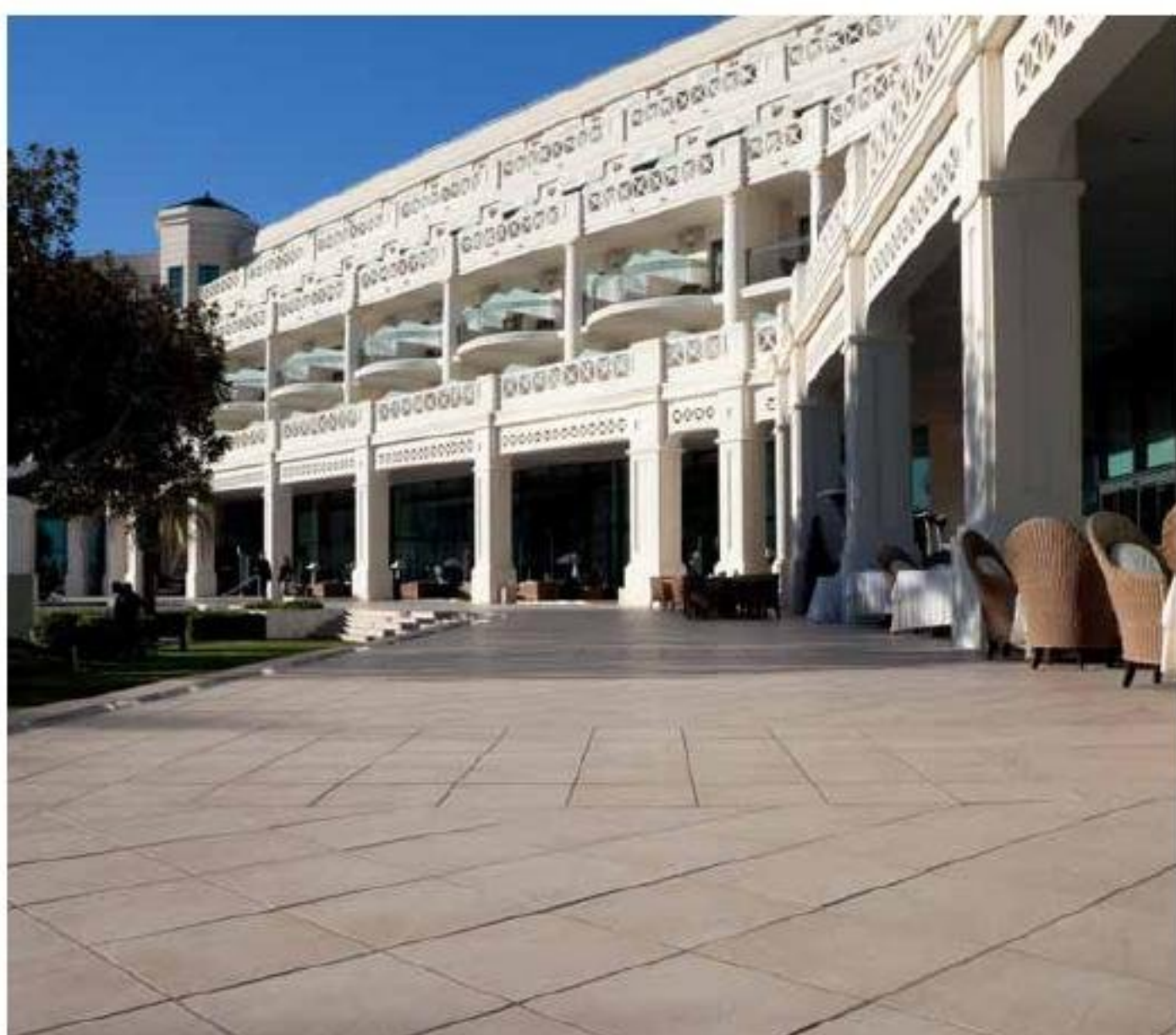
AZULIBER  
CALZADA SERIES-COLLECTION  
exportacion@azuliber.com ; nacional@azuliber.com · www.azuliber.com



VENUS CERÁMICA  
TIFFANY'S SERIES  
info@venus.es · www.venusceramica.com



**GAYAFORES**  
**ORIGEN SERIES - WOOD COLLECTION**  
[info@gayafores.es](mailto:info@gayafores.es)  
[www.gayafores.es](http://www.gayafores.es)



**PAMESA CERÁMICA**  
**CANTIL SERIES**  
[export@pamesa.com](mailto:export@pamesa.com) · [www.pamesa.com](http://www.pamesa.com)



**AZTECA**  
**TIFFANY R75 SERIES**  
[comercial@azteca.es](mailto:comercial@azteca.es) · [www.azteca.es](http://www.azteca.es)



## LA PLATERA

DOLCE SERIES - COLECCIÓN SUITE

info@laplatera.es · www.laplatera.es



## STN CERÁMICA

ALBUFERA SERIES

stnceramica@stnceramica.es · www.stnceramica.es



## UNICER

EDEN SERIES - COLLECTION

comercial@unicer.com

www.unicer.com

# NEWS FROM TILE OF SPAIN

## TWO PROJECTS BEARING THE TILE OF SPAIN STAMP WIN PRIZES AT CID AWARDS



The use of TECHLAM® by Levantina on the facade of the Green House Building is what won it the sustainability category.

The COVERINGS fair stages the 'Coverings Installation and Design Awards' (CID) every year to recognize work, undertaken anywhere in the world, that is outstanding in terms of both the design and the use or installation of ceramic or stone tiles. In the last series of awards two projects involving Tile of Spain ceramic coverings won awards

for their excellent design and execution. One was the "Green House" in Budapest, which won the sustainability category for being the most sustainable commercial building constructed in Hungary to date, and the "Re-vamping of the Riera de la Salut" by Pol Femenías, which won the international category ■

## TILE OF SPAIN TRADE SHOW SCHEDULE: MOSBUILD, COVERINGS AND BATIMATEC

The most recent exhibitions Tile of Spain companies have been at have been those where ICEX had an official stand such as MOSBUILD (Moscow, April 15-18) and COVERINGS (Las Vegas, April 29 – May 2) and the group stand at BATIMATEC (Algiers, May 4-8).

At both the Muscovite and the US fairs the Tile of Spain representation was substantial with 45 exhibitors at MOSBUILD and 44 at COVERINGS (+40%). A full program of events was developed for visiting press and specifiers at both events: a press conference, lectures, tours around the stand to meet the companies, a digital catalog etc.

This year was the first time that Tile of Spain companies exhibited together at the Algerian construction materials fair, BATIMATEC. Those that did included: Cerámicas Brancós, Altoglass, Togama, Dune and Saloni. Algeria is currently one of the leading importers of Spanish ceramic tiles in the world and occupies the fifth place in the ranking of international destinations for the products, having shown significant growth in the last two years. The fair is a point of reference for the whole of the Maghreb region, a market that already accounts for 11.8% of all Spanish tile exports. In 2013 the value of sales to the region soared to 263.2 million Euros, an increase of 38.4% from 2012 ■

## UPCOMING EVENTS

Tile of Spain members' schedules are bustling with events designed to promote the sector and its products in the international marketplace – and especially in those countries where there is substantial potential



Tile of Spain promotion at the 'Smart Tour' seminar in Rome.

for growth. ASCER, with the support of ICEX and in collaboration with the local Spanish Commercial Offices organizes regular seminars for specifiers. The next are due to take place in the autumn in London, Moscow, Paris, Frankfurt and Düsseldorf.

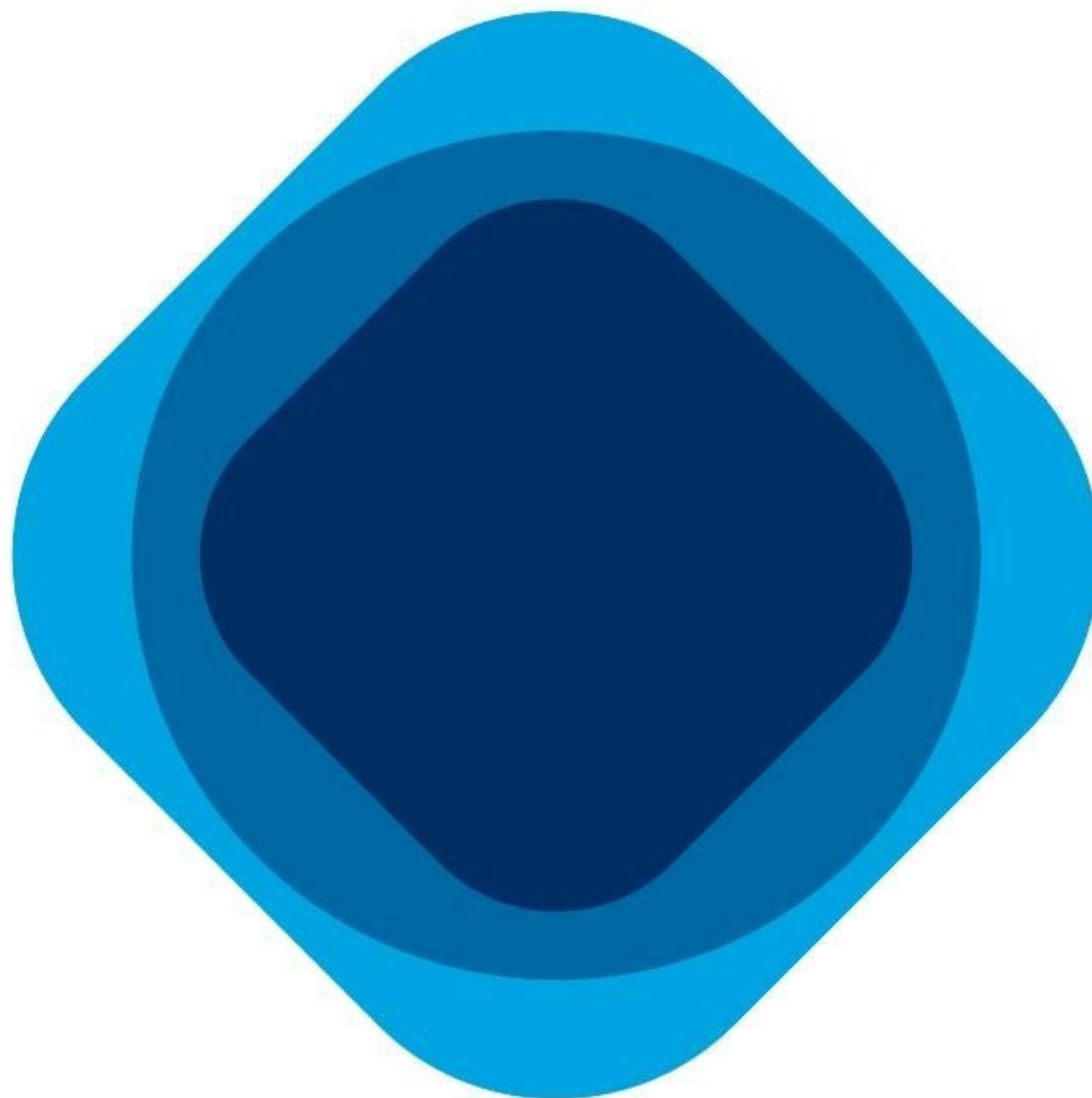
### Tile of Spain promotion in Rome targets architects

Tile of Spain took part in the Rome stage of the "Edilportale Tour 2014" as part of the Italy Promotion Plan being presented in collaboration with the Spanish Commercial Office in Milan and ICEX Spain Trade and Investment.

The program is a series of lectures given all over Italy from North to South to an audience of specifiers and Tile of Spain was a leading player in the Rome stage of the tour, with architect Benedetta Tagliabue delivering the first lecture. Later there was a round table discussion with experts which included manufacturers Levantina, Brancós, Gres de Aragón and Dune. The event was a great success and was attended by more than 850 professionals from the world of architecture and design ■

# **TILESPAINAWARDS**

architecture / interior design



[www.tileofspainawards.com](http://www.tileofspainawards.com)

|                             |                                     |
|-----------------------------|-------------------------------------|
| [ JURY ]                    | THIRTEENTH EDITION                  |
| Emilio Tuñón                | [ PRIZES ]                          |
| Cino Zucchi                 | Architecture: 17.000 euros          |
| Anupama Kundoo              | Interior Design: 17.000 euros       |
| José M <sup>a</sup> Sánchez | Degree Project: 5.000 euros         |
| Martha Thorne               |                                     |
| Fernando Márquez Cecilia    | [ DUE ON ]                          |
| Ramón Monfort               | <b>28<sup>th</sup> october 2014</b> |

Organized by:

**ASCER**  
Spanish Ceramic Tile  
Manufacturers' Association



Sponsored by:



---

[ REMITTANCE OF DOCUMENTS ] ASCER (Spanish Ceramic Tile Manufacturers' Association)  
Ginjols, 3 · 12003 Castellón (Spain) · Tel.: +34 964 72 72 00 · E-mail: [premios@ascer.es](mailto:premios@ascer.es)