

CERASPAÑA

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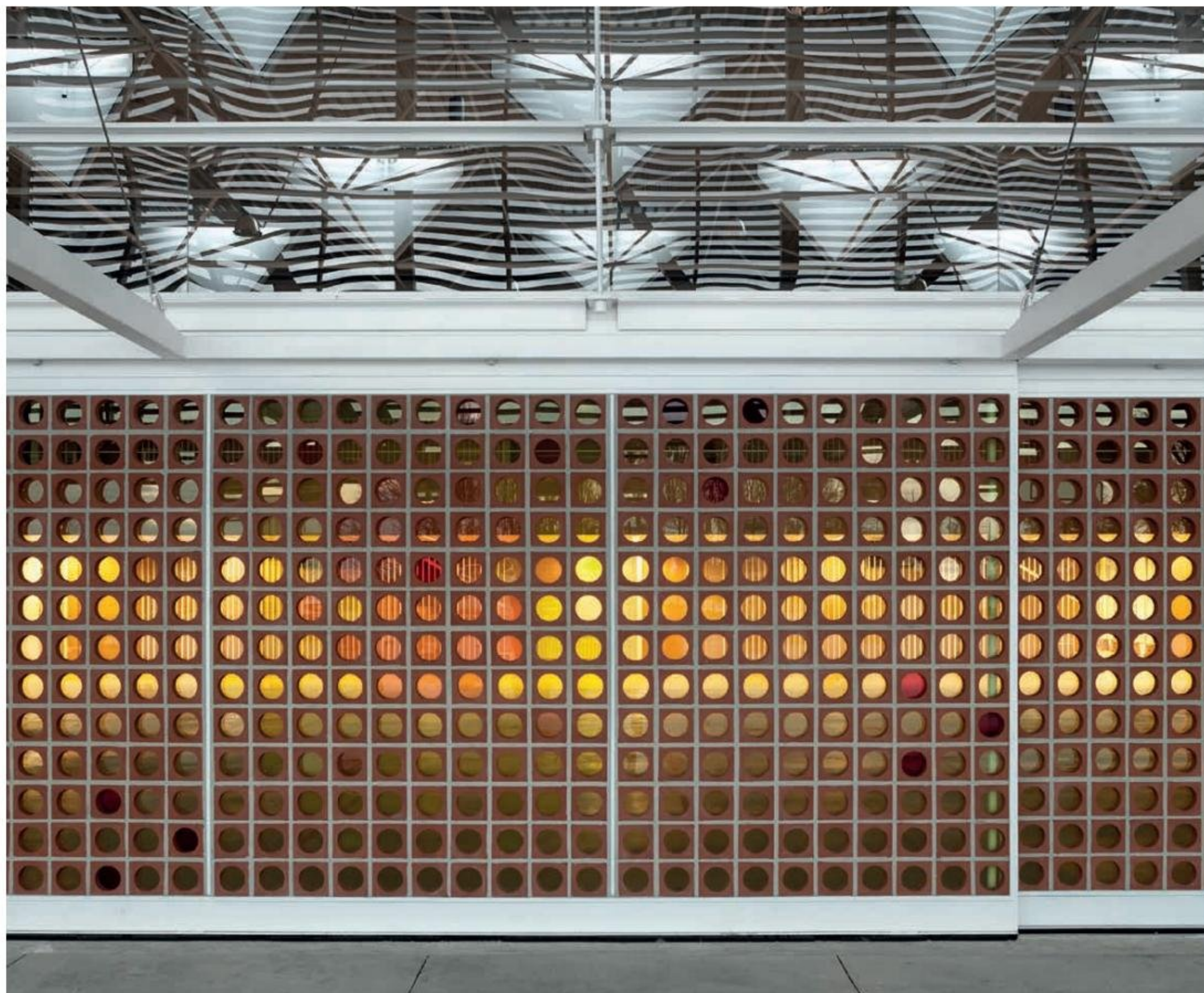
RHYTHMS IN CERAMIC

CEVISAMA 2016

BEAUTY IS SKIN DEEP

14th CERAMIC IN ARCHITECTURE AND INTERIOR DESIGN AWARDS

36



Editorial

An industry with a future, set for the future

The annual World Ceramic Tiles Forum took place in Seville (Spain) in November and we at ASCER had the honor of hosting it. Some 50 representatives of the ceramic tiles industry gathered from Argentina, Australia, Belgium, Brazil, Canada, China, Germany, India, Israel, Italy, Japan, Mexico, Spain, Turkey, Ukraine and the USA to discuss issues of common concern.

The main conclusion we reached was the recognition that our industry is still an industry with a future. Consumption of ceramic tiles is increasing at a rate of around 4.5% a year, on a par with global production, which rose by the same percentage between 2013 and 2014. We also acknowledged that we are operating in a more competitive environment because of the increasing number of major producers that are emerging around the world and that now is the time for everyone to strive to find their own place, their own markets and their own customers. And this is where the companies that make up Tile of Spain show just how skilful and capable they are at developing internationally, with customers in 180 countries and an active schedule of exhibiting at trade fairs and taking part in training seminars. The next event not to be missed is of course CEVISAMA 2016. The 2015-16 season has got off to a strong start and seminars for specifiers have already been held in 6 different cities, each themed on a different subject. One, in London, focused on the use of ceramic on facades, as does one of the articles in this magazine. We ran the Ceramic Tile in Architecture Awards competition again this year, which also helps us demonstrate how ceramic is increasingly being used in different types of spaces. Even though current circumstances may not always be the most favorable, it is certainly safe to say that we are an industry with a future, set for the future ■

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Spanish Ceramic
Tile Manufacturers' Association
C/ Ginjols, 3 · 12003 Castellón · Spain
Tel. +34 964 727 200 · Fax +34 964 727 212
global@ascer.es · www.tileofspain.com
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COVER PHOTO: MULTI-PURPOSE TEACHING
BLOCK AT ESCOLA GAVINA.
PHOTO: MARIELA APOLLONIO.

RHYTHMS IN CERAMIC: WALLS AND FLOORS WITH MOVEMENT

There is a maxim that says that “rhythm should not be ignored in any art or science.” Décor, which could be considered a minor art form, is also subject to this paradigm and if what is being sought is a harmonious outcome and a pleasant atmosphere, then rhythm has to be taken into consideration.



Harmony by Peronda, Dsignio series, Play collection.

Walls and floors clad with ceramic juggle *per se* with the alternation and sequence of tiles that are repeated regularly in a given space. The tiles can be identical, similar or, on the contrary, seek to provide a contrast.

The result of these combinations is a cadence that can grace a space with interesting visual effects.

In its thesis on "Trends in Ceramic 2015/16" the Observatory for Trends in Interiors talks



Azteca, Gallery collection in white and black.

Geometric motifs and relief designs give walls and floors a sense of rhythm, creating interesting visual effects.

about the current "Eclectic Way" which is characterized, principally, by its eclecticism and jumbled approach, is very flexible, variable, creative, reinterprets popular culture and converts any kind of reference into a pop icon. The essence of this trend is to play with combining different elements, fashioning a random collage that, more than simply bringing different references together, creates new visual references that explain contemporary culture. Given the figurative or compositional density of the lines, patterns and/or colors they use, it would appear that the designers feel *horror vacui* (aversion to emptiness).

The latest collections shown by Tile of Spain manufacturers at the most recent CERSAIE fair demonstrated how this trend is taking shape and is being included in the manufacturers' lines.



Bestile, Toscana series, Toscana Tridi Negro collection.



Vives, Inuit series.



Cas Cerámica, Concept series.

What we saw was spectacular use of graphics applied to the design of ceramic tiles, in many instances clearly inspired by ethnic motifs, along with the classic chequerboard design that gives a room a very special cadence and sense of movement. The tiles do not need to be decorated or feature graphic motifs: visual effects that create movement and vibration can be achieved simply by playing with how the tiles are placed.

Ceramic wall and floor coverings can create a strong rhythmic effect through color, using tiles from the same chromatic range and placing them in counterpoint to each other according to their different hues to create coverings with an elegant finish ■



El Barco, Summit series.



Novogres, Nantes series, Vintage Concept collection



Dune, Megalos series, Shapes collection.

The 34th edition of CEVISAMA takes place from February 1-5 at the Feria Valencia exhibition center. The fair will again be running in parallel with CEVISAMA, HABITAT and FIMMA MATERIALIA. Complemented this year by Espacio COCINA the joint event will be the best and most comprehensive showcase for Spanish architecture, design and interior design.

CEVISAMA: SEE YOU IN VALENCIA



CEVISAMA, is Spain's foremost fair for the ceramic tile sector and is returning stronger than ever with an extensive product offering that demonstrates just how competitive, innovative and sustainable the industry is.

With more than 76,000 visitors, around 14,000 of whom were international, CEVISAMA attracted more visitors from abroad in 2015 than in any of the previous 33 editions to become the world's leading international business center. Thousands of professionals from all over the globe flock to the fair year after year, while the 300-plus international accredited media coming to cover the event clearly prove that it is of major significance to them.

On Tuesday, February 2nd, the second day of the show, ASCER will be holding its traditional

Spain, in collaboration with ICEX, is inviting more than a hundred journalists from prestigious architecture, interior design and ceramic magazines all over the world to come to visit and see the unique, innovative style of the Spanish products at first hand.

SEE YOU IN VALENCIA

Over the five days of the fair, See you in Valencia will be offering an interesting, varied range of activities and events as part of its drive to be a point of reference for professionals wanting to see the most appealing, novel trends in interiors. The most notable of these events include:

- **Trans/hitos:** exhibition of architecture and interior design related to the world of cera-

Another of the spaces will be dedicated to showing the winning work from the 14th Ceramic Tile in Architecture and Interior Design and Degree Projects competition. This year's theme was Harmonies.

- **nude:** orum offering young Spanish and international designers the opportunity to meet industry professionals. Set up in Area D within the Hábitat fair, nude will focus on design. For more information go to www.nudegeneration.com

- **Architecture and Design Forum:** a series of lectures and round table discussions about architecture, design and interior design with speakers including global leaders in these fields such as Francesc Rifé and architects O'Donnell & Toumey.



The number of international visitors to the fair increases every year. More than 76,000 were registered at CEVISAMA 2015.

international press conference to present the industry's main performance statistics along with its strategy for the future. The awards ceremony for the Ceramic Tile in Architecture and Interior Design competition will also be held during the conference.

To further boost the Spanish ceramic tile sector's international development Tile of

mic tiles. For this coming show architecture professionals were invited to enter a competition to design one of the spaces. The winner was the Mixuro studio with its "Little Paper House" project. As has become customary one of the spaces will be built by the team that works with the ASCER Network of Ceramic Tile Studies Departments at the Harvard Graduate School of Design.

CEVISAMA has lined up a full program of parallel events for visiting professionals: competitions, lectures, the restoration forum and more...

- **Alfa de Oro Awards:** the Spanish Ceramic and Glass Society (SECV) bestows these awards to recognize companies that have achieved excellence in research, development and innovation, contributing to the development of Spain's ceramic tile industry.

- **International Ceramic Design competition:** incentive to encourage creativity amongst students of design, fine art, architecture and engineering worldwide.

- **ShowBoom:** the city of Valencia makes its most emblematic sites and venues available to exhibitors at trade fairs for product presentations.

- **Building restoration forum: preservation, energy efficiency and accessibility:** a series of sessions for professionals that will review the latest advances in restoration and renovation. Takes place on February 3rd and 4th ■

WINNERS OF THE 14th CERAMIC TILE AWARDS FOR ARCHITECTURE AND INTERIOR DESIGN



THE JURY, COMPRISED OF ARCHITECTS VÍCTOR LÓPEZ COTELO, LAURA ANDREINI, MARCOS CRUZ, ISABEL LÓPEZ VILALTA, JUAN DOMINGO SANTOS, ÉDGAR GONZÁLEZ AND RAMÓN MONFORT DECIDED TO AWARD FIRST PRIZE IN THE ARCHITECTURE CATEGORY TO A MULTI-PURPOSE BUILDING WITH A CERAMIC TILE LATTICE SCREEN.

"Escola Gavina Multi-Purpose Teaching Block", by Carmen Martínez Gregori, Carmel Gradolo Martínez and Arturo Sanz Martínez. Photo: Mariela Apollonio.





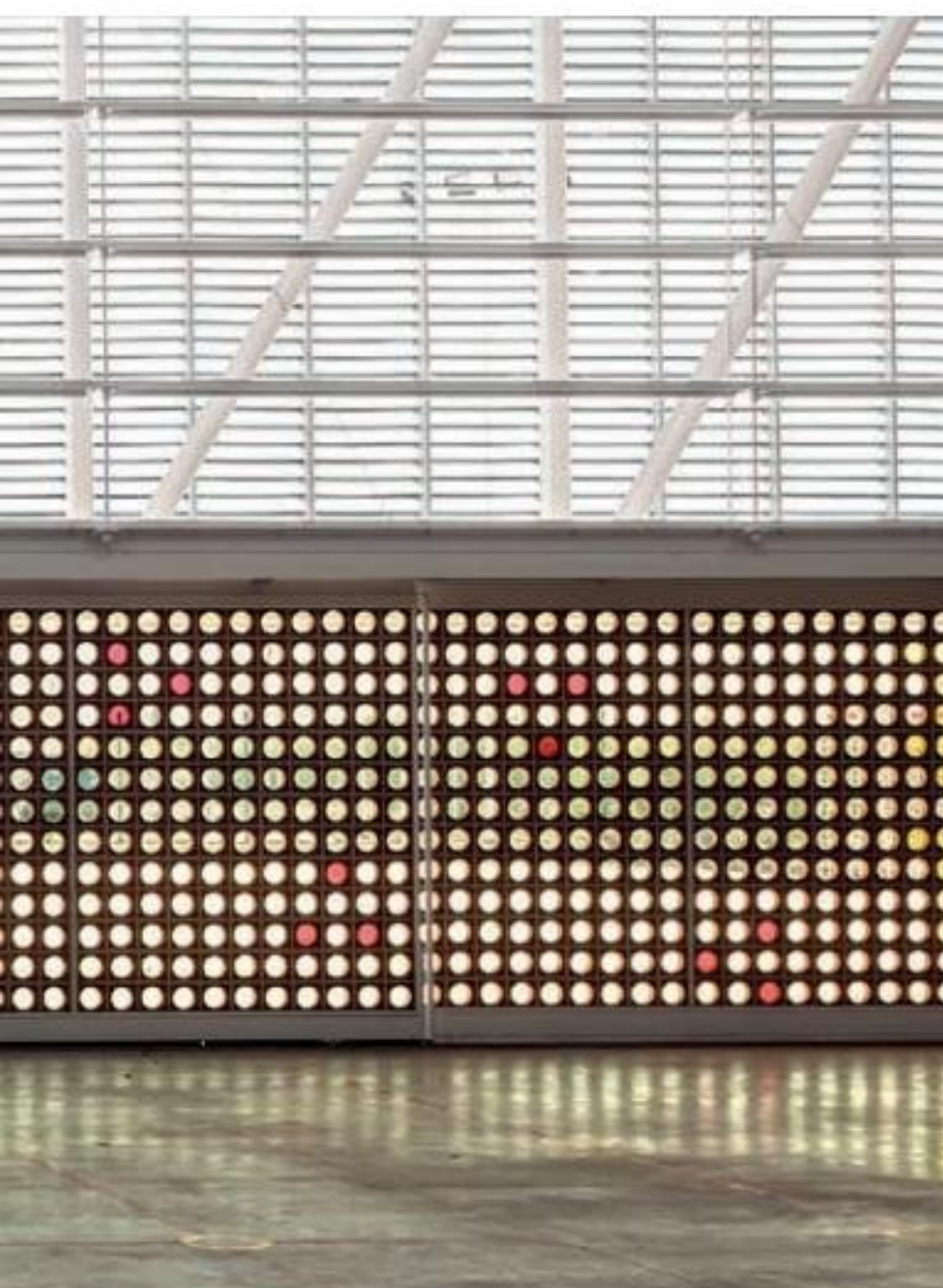
"Saint Roch Car Park" by Archikubik.
Photo: Adrià Goula.

The entries for the 14th Ceramic in Architecture and Interior Design Awards were judged at ASCER's headquarters on November 27th, 2015. The jury decided to award first prize in the architecture category to the "Escola Gavina Multi-Purpose Teaching Block

(in Picanya, Valencia)" by Carmen Martínez Gregori, Carmel Gradolo Martínez and Arturo Sanz Martínez.

In the interior design category first prize went to the "Blue Wave Cocktail Bar (Barcelona)" by El Equipo Creativo.

The Awards are sponsored by Vodafone España, PortValencia, CESCE and Cajamar.



ARQUITECTURE PRIZE-WINNERS

The jury decided to award first prize in the architecture category to the "Escola Gavina Multi-Purpose Teaching Block" designed by Carmen Martínez Gregori, Carmel Gradolo Martínez and Arturo Sanz Martínez. Coincidentally, Carmen Martínez Gregori won the Degree Projects category of the Ceramic Tile Awards in 2003.

The jury highlighted the way that ceramic has been integrated as a material into what is a simple, efficient architectural design as a means of solving challenges of sound insulation and light control. The way the material has been deployed successfully tackles the relationship between the interior space and the building's surroundings.

The jury decided to award a special mention to the "Saint Roch Car Park" project by Archikubik (Miquel Lacasta, Marc Chalamanch, Carmen Santana). What particularly appealed to the jury was the unusual and syste-





"Coctelería Blue Wave" by El Equipo Creativo. Photo: Adrià Goula.

matic use of ceramic as a visual filter and as flooring. The solution provides a sense of unity to the building's multi-functional purpose.

INTERIOR DESIGN PRIZE-WINNERS

First prize in the interior design category was awarded to the "Blue Wave Cocktail Bar" Project by El Equipo Creativo.

The work was valued for the interesting way in which it explores and applies ceramic as a material from a technical and functional perspective. The design successfully creates an unusual, fun look that is well-suited to the venue's purpose.

Two special mentions were awarded to interior design projects: one to "Restaurante Disfrutar" ("Enjoy Restaurant") in Barcelona, also by El Equipo Creativo, for the "interesting exploration of the applications for ceramic as a material". The other project that won a special mention was "L'Àtic Vernacle" by El Fabricante de Esferas for the "simplicity and minimalism shown in the choice of materials designed to create an atmosphere that is pleasing to live in." El Fabricante de Esferas won the interior design category of last year's Awards for their restoration of the Palau-Castell de Betxí.

DEGREE PROJECTS PRIZE-WINNERS

Last but not least, the Ceramic Tile Awards include a category designed to single out the

The two main categories in the Ceramic Tile Awards are architecture and interior design, each offering 17,000 € of prize money. There is also a Graduate Projects competition aimed at students of Architecture, with a prize fund of 5,000 €.



"Restaurante Disfrutar", also by El Equipo Creativo. Photo: Adrià Goula.



L'Àtic Vernacle", El Fabricante de Esferas. Photo: Milena Villalba.



The members of the jury deliberate at ASCER's headquarters.

best Degree Project completed by students at schools of architecture that feature ceramic tiles as a major design element.

The jury finally decided to award first prize in the Graduate Project category to a project titled "Seasonal renovation" by Laura Alonso Blasco of Madrid's ETSA, on account of her profound understanding of ceramic on a technical level and her experimental treatment of the material. What was particularly valued was how she executed the work, the processes she used to create a product with essential aesthetic effects and the possibilities it offers in terms of usage.

A special mention was awarded to the "Paseo Marítimo de Mataró" by Héctor Durán Sánchez of the Universitat de Girona. The jury felt that ceramic was the perfect cladding solution and that it created an expressive effect that has become the place's signature.

The jury awarded Mentions to another two projects: the "Archaeology Centre in the Alhambra" by Agustín Gor Gómez (ETSA Granada) and "A story of total renovation [re] building a landscape that never existed" by Jorge Borondo Pérez-Gómez (Universidad San Pablo CEU Madrid).

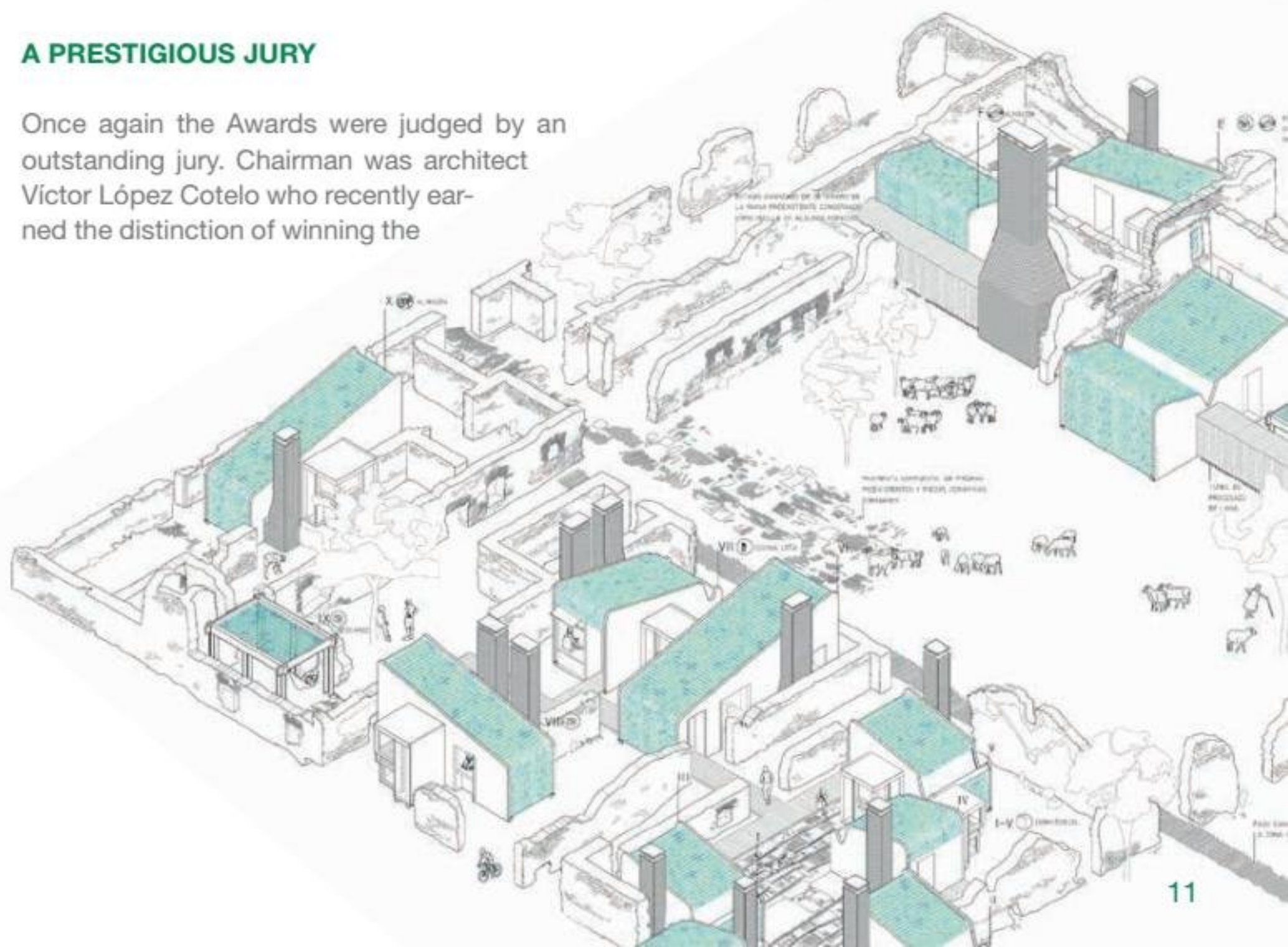
What the jury valued about both of these projects was the accuracy and quality of the projects' propositions and their relationship with their context.

2015 National Architecture Prize. The rest of the jury was comprised of Laura Andreini, co-founder of the Archea Associati studio; Portuguese architect Marcos Cruz; celebrated interior designer Isabel López Vilalta; Juan Domingo Santos, architect and lecturer at the ETSA in Granada; the renowned specialist architecture editor Édgar González, and Castellón-based architect Ramón Monfort ■

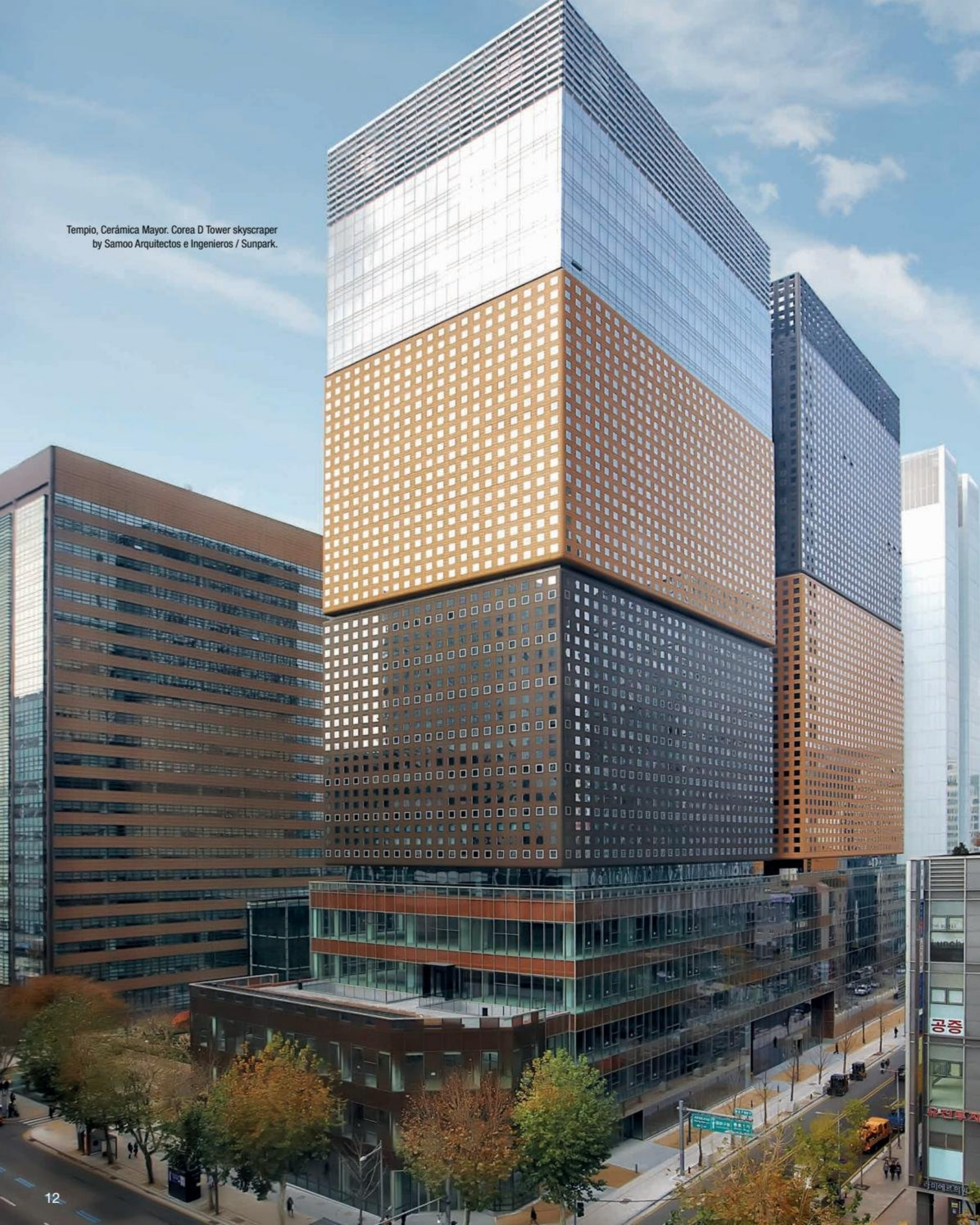
"Seasonal renovation", by Laura Alonso Blasco (ETSA, Madrid).

A PRESTIGIOUS JURY

Once again the Awards were judged by an outstanding jury. Chairman was architect Víctor López Coteló who recently earned the distinction of winning the



Tempio, Cerámica Mayor. Corea D Tower skyscraper
by Samoo Arquitectos e Ingenieros / Sunpark.



BEAUTY IS SKIN DEEP

From the moment Le Corbusier proclaimed that façades could be free of the structure of the building and its arrangement over its component storeys, the external walls of all buildings have become one of architecture's most independent stars. Often referred to as the building's 'skin' or 'wrapper', their job is to protect, provide thermal insulation, keep the building dry and control light levels inside. They are also what maintains the dialogue with the building's surroundings and create the image of the city as a whole. They are the building's aesthetic identity, the face of every project.

Ceramic tile is a material that has been widely used throughout history for cladding and decorating facades and has evolved thanks to the most innovative systems and finishes. The durability, enduring strength and low maintenance cost of ceramic make it an ideal material to use for creating a building's skin. Whether fixed with adhesive, in the form of a ventilated façade or a lattice screen, ceramic tiles provide the best technical and aesthetic features a façade could require.

There are innumerable examples of ceramic facades around the world but we can only show a few. Every year, through the Ceramic Tile Awards ASCER presents projects of major architectural importance that have used ceramic tiles on the façade in any one of many different ways: as lattice screens, as in Lisbon's Oceano, applied directly to the façade as in Casa El Enroque and the MUCA de COR or applied mechanically as ventilated facades as in the Escuela de Magisterio (Teacher Training College) in Granada.

Ventilated facades made of ceramic tiles are found as a standard solution for outer walls of residential buildings because the fact that they

Every year designs for various forms of ceramic facade are entered for the ASCER Ceramic Tile Awards competition. Ranging from lattice screens to flat surfaces they are all highly viable architecturally.

are easy to install, strong, impermeable and durable, allied with their price, means that they are an ideal material for this kind of build. One superb example is the Baracaldo apartment block designed by Linazasoro Arquitectura. The building's façade is made of Marengo grey ceramic tiles with either a matt or a gloss finish arranged to create changing textures. This material effect combined with the continuity of alternating windows and balconies underscores the curved line and flow of the façade, giving it a distinctly urban scale.



Rosa Gres, swimming pool, surround and grilles. Color: Ochre. Facade color: Mix. Both from the Serena series.



Neolith by TheSize, Nordstrom Centre (Ottawa, Canadá). Fusion & Colorfeel collection.



Techlam, Levantina. Carballo Library (A Coruña. Galicia. Spain). Basic Neu series Basic collection.

Public buildings can also be embellished with ceramic. The Teacher Training College in Granada, by architect Ramón Fernández-Alonso Borrajo won an ASCER Ceramic Tile Award in 2012. It is an impeccable building in which the fabric itself is an essential part of the project's proposition. It could be said that the key to the architectural concept is the way the ceramic is wrapped around the classrooms, which appear to hang above the city. This 'wrapper' has been made by extruding terracotta tiles and turning them to stoneware by firing at a high tempera-

ture on a slow cycle. Four formats were developed for the tiles and their corresponding extrusion mold, two flat and the other two curved, one of the latter convex and the other concave. The result is this impressive skin that shows off the outside, inviting one to go inside.

Another example is an office block, the D Tower in Korea. The architects visualized this skyscraper as a kind of Lego construction game in which they place prisms one on top of the other to create more height. Most of the prisms are

The features of ventilated facades – easy to build, strong, long-lasting, impermeable and well-priced – mean that they are commonplace.



Facade of the Escuela Universitaria de Magisterio in Granada by Ramón Fernández-Alonso Borrajo.

Ceramic ventilated facade on the Baracaldo apartment block by Jose Ignacio Linazasoro.



Keraben, "Teresa Murga" building at the Library in Ermua, Vizcaya. Slate series-collection.

clad with ceramic tiles and have rounded corners. So as to join the edges of the gigantic prisms an extruded trim piece was made that gives the building an unusual appearance.

But a building's skin also comprises the roof, as is the case with the Protos winery, where the architect viewed it as yet another façade. Here, ceramic covers the project's most striking feature: the roof. The treatment it has been given

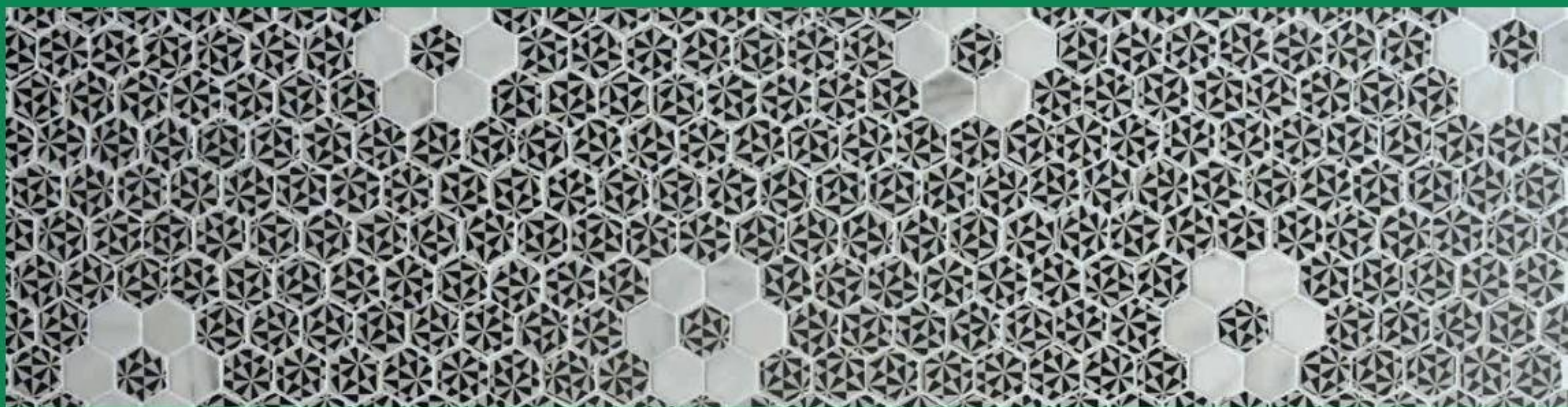
in terms of both materials and construction, i.e. the use of large format ceramic tiles, is a contemporary reinterpretation of the most prevalent roof style in the area; a red cloak in muted shades ranging from orange to brown, typical of the traditional roof tiles used locally.

These are all great aesthetic and structural examples of ceramic coverings that demonstrate that beauty can, sometimes, be superficial ■



Ceramic tile roof at Bodegas Protos in Peñafiel, by architects Rogers Stirk + Alonso Balaguer asociados.

SHOWROOM // LAST TRENDS



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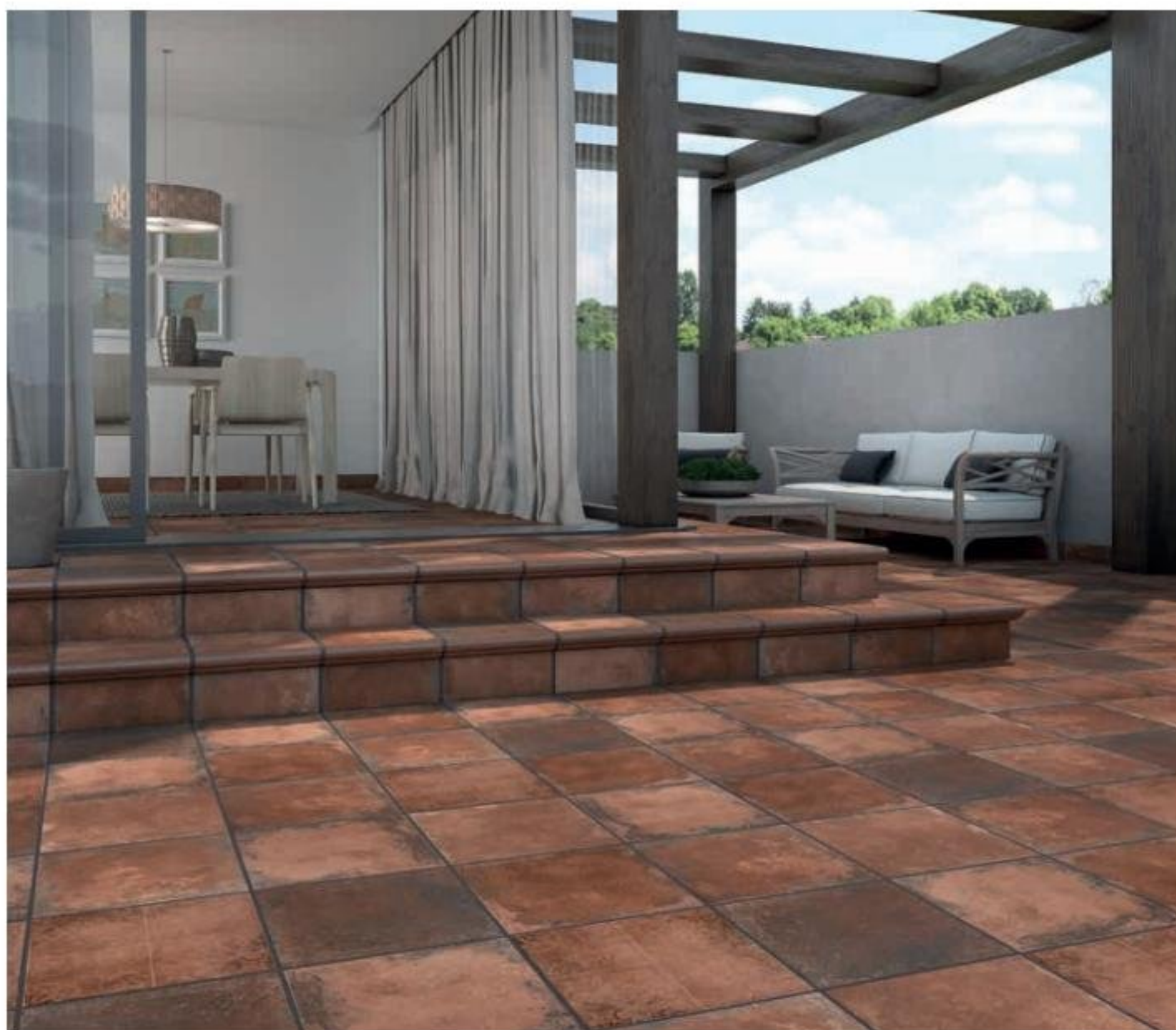
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NOVEDADES DE TILE OF SPAIN

SPOTLIGHT ON SPANISH CERAMIC TILES IN NEWLY PUBLISHED “CERAMIC MATERIAL SYSTEMS” BOOK

A book titled “Ceramic Material Systems in Architecture and Interior Design”, has recently been published. Written by Martin Bechthold, Nathan King and Anthony Kane (published by Birkhäuser), it tracks the development of ceramic tile systems in architecture, their origins and current trends. The authors share with the reader the knowledge required to devise architectural solutions using ceramic, supporting their assertions with an extensive review of completed projects and of ceramic products.

Martin Bechthold is the professor at the University of Harvard Graduate School of Design (GSD) who leads the program that is run in collaboration with ASCER. Nathan King and Anthony Kane are graduates of the course and currently also collaborating on the initiative.



The book has been supported by ASCER-Tile of Spain and contains a multitude of references to Spanish ceramic products and projects. It is available in English and German ■

WORLD CERAMIC TILES FORUM HELD IN SPAIN



Delegates at the el World Ceramic Tiles Forum held in November 11th to the 14th, 2015.

ASCER has hosted the 22nd World Ceramic Tiles Forum – WCTF, which took place in Seville from November 11th to the 14th, 2015, the same week as the ISO/189 International Committee meetings. Delegates taking part hailed from Argentina, Australia, Brazil, Canada, China, Germany, India, Israel, Italy, Japan, Mexico, Spain, Turkey, Ukraine, the USA and the European Federation of Ceramic Tile Manufacturers (CET).

The Forum provided an opportunity to discuss global trends in the production and consumption of ceramic tiles, both of which have been rising steadily in recent years: production and consumption both increased by 4.5% worldwide between 2013 and 2014. As well as the global figures, each country attending the WCTF outlined the general trends in ceramic tiles and in the construction industry in their own country ■

PROMOTING TILE OF SPAIN: FAIRS AND SEMINARS

As part of its mission to develop relationships with specifiers and clients Tile of Spain recently exhibited at the Maison&Objet (Paris, 4-8 September), The Big 5 (Dubai, 23-26 November) and ArchitektOUR (Frankfurt, 25-26 November) fairs.

We have also continued to deliver a packed program of training seminars, most recently in Stávropol (Federal District of North Caucasus, Russian Federation), Berlin (Germany), Miami (USA), London (United Kingdom) and Moscow (Russian Federation) ■



Attendees at one of Tile of Spain's seminars for specifiers.

TILE STYLE



SPANISH CERAMICS

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