

CERASPAÑA

2016 / CERAMIC / ARCHITECTURE / DESIGN

CERAMIC TEXTILES

CERAMIC À LA CARTE

DISCOVER TILE OF SPAIN AT CERSAIE '16

EXTRUDED TESSELATION: CERAMIC TECTONICS

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Editorial

Warp and weft

In the ceramic tile industry just as in a piece of fabric, every element plays its part in creating a structure of proven strength. The constant rate of growth shown for several years now has given rise to an encouraging upward trend that validates this point. This progress, as was evident at the last Qualicer congress, is a fabric woven by all agents and stages in the manufacturing process. With the fourth industrial revolution in its sights and thanks to developments in technology, it is the future that will reap the benefits of this integration.

How ceramic contributes to Smart Cities, in the same way as it has managed to become a signature feature in our cities' shops, bars and restaurants, could be a real topic of conversation very soon. We are not just talking about aesthetics, though, sustainability projects such as the European Horizon 2020 Framework Programme are becoming increasingly prevalent. Some lines of research, for instance, focus on optimizing resources in manufacturing processes in order to achieve greater efficiency with the least possible amount of waste.

Without ignoring the areas of energy and the environment, the industry has taken a great leap forward in digital decorating. It is now able to reproduce all sorts of designs onto tiles that, while still cutting edge, nonetheless draw on the traditional, as is the case of décor that emulates fabric. This is all thanks to an increasingly elastic range of digital inks, effects and glazes being available to a style of interior design in which a vast array of finishes, effects and textures can be applied to a huge range of different formats. Even when the starting point is a single thread, the design that is created can appear to be never-ending and in this issue we take a look at a project that showcases this: "Extruded Tessellation: Ceramic Tectonics" by the Graduate School of Design at Harvard. ■

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CERAMIC TILE IN ARCHITECTURE AND
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FRONT COVER PHOTO: "BLUE WAVE
COCKTAIL BAR" BY EL EQUIPO CREATIVO.
PHOTO: ADRIÀ GOULA.

CERAMIC TEXTILES

Digital printing has been a turning point, allowing for the creation of unusual finishes. Like textiles, wall coverings can appeal to the senses through a wealth of motifs and colors. They also have the capacity to infuse life into a room, making it distinctive through their visual impact and charm. This artisan quality creates a focus that adds personality to the décor.



If there is one thing that is undeniable it is that some decorative patterns never go out of fashion, regardless of what they are or the medium that carries them. Ceramic tiles take their inspiration from these enduring patterns, one great example being textiles, which have evolved alongside man from their most practical uses to, in some eras, symbols of opulence and prestige. Life without them would be unimaginable and they have always been essential to interior design as expressions of warmth and welcome.

Primitive civilizations were already painting textiles on early pieces of pottery and porcelain, but their visual appeal has continued to evolve ever since and is still evident in today's tiles. Exciting designs brimming with color and a whole array of motifs as ingenious as the imagination can conjure up, producing sophisticated compositions. There is an extensive choice of textile finis-



APARICI, Kilim series-collection.



CERACASA, Dreamfloors series. Toscana collection.



GAYAFORES, Brickbold Series-collection.

hes available now to use in creating a focal point for coverings, from the most elementary stitches in knitting or crochet to imitations of carpets and eye-catching pattern designs to embellish a room, giving it subtle interest – a panoply of optical illusions that highlight an area and draw the eye through an exquisite taste for detail.

Thanks to digital printing, detailing can create a sense that materials are converging.



CICOGRES, Vinyle series.



ONIX MOSAIC, Geo Patterns (Hex Pattern 4) series 98% Recycled Glass collection.



VIVES, Wallstone series.

This versatile mix of textile effects evokes all kinds of atmospheres that make the décor more dynamic, ranging from the simplest to the most glamorous, where the design is often enriched by combinations of textures. The most recent collections deliver surprises with stunning evocations of romantic hand-crafted embroidery, piqué, sateen, velvet, ethnic prints, patchwork, tweed,

Ceramic has adapted the patterns that appear on fabrics and that have always held us spellbound.

lustrous brocade, geometric patterns and more, all helping evoke a sense of harmony. An example of one of the most unusual of the many possible effects is when an image is translated into cross-stitch, as the dots



ARGENTA CERÁMICA, Print series.



UNICER, Atrium series-collection.



CAS CERÁMICA, Black and White collection.

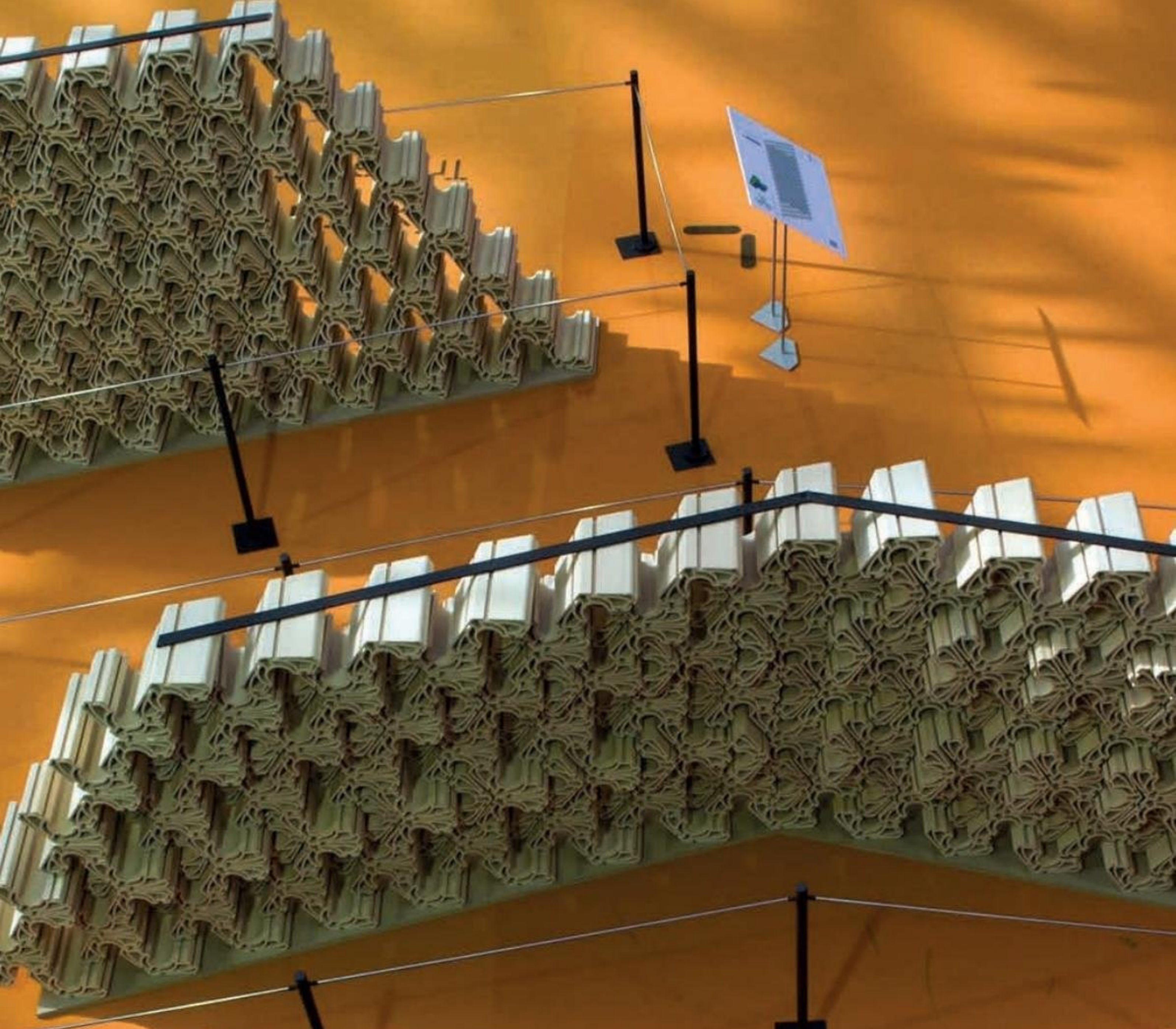


TECNICERÁMICA, Urban series-collection.

that make up the image can be reminiscent of the pixels of an enlarged digital image.

A whole array of designs that are a pleasure for the senses yet offer the strength of ceramic.

Could it be that weaving, an invention that even pre-dates the invention of the wheel, shares with ceramic – it is easy to make – what has made it one of the most widely pursued creative endeavors by mankind? Both share an ease to create almost any image to be represented upon their various forms, even with added visual detail such as the look of relief. Now however, the charm of textiles, which are always related to the warmth of the home, can be woven in with the durability of ceramic tiles ■



Extruded wall_Harvard
Trans/hitos Armonías



EXTRUDED WALL: BREAKING MOLDS

Once again the work of the Network of Ceramic Studies Departments has explored new ceramic tile systems and manufacturing processes that challenge the standard models. The Trans-Hitos exhibit at this year's CEVISAMA (2016) gave pride of place once more to one of these outstanding projects.

“Extruded Tessellation: Ceramic Tectonics” has been designed by the Materials Systems and Processes group at Harvard University and involves a novel strategy for customizing ceramic tiles. The project consists of automated cutting of extruded clay-based ceramic in a process whereby all the pieces are produced using the same extrusion die, which reduces production costs. What is innovative is the structural use of ceramic to create straight, curved and angled walls. This is a practical attempt to delve further into alternative shaping processes such as 3D ceramic printing.

This manufacturing process facilitates the maximum possible number of designs as the robotic system and CNC cutters produce very diverse tiles that can be used to control the view and how much light passes through the wall. Such advances are throwing the doors wide open to the customization of tiles and

Harvard's Ceramic Tile program is exploring the potential of ceramic tile using digital design and manufacturing technologies.





Detail of the extruded ceramic tiles.

will be the way forward for the industry over the near future because as more of these techniques develop, the easier it will be to produce industrial tiles that are impossible to produce with current tools.

The ceramic tile module devised for the fair was created from geometric patterns that fitted together to great decorative effect and were a fine expression of three-dimensionality. The two walls were comprised of a total of almost 700 tiles of different types and lengths, arranged in blocks according to the different angles at which they were cut. As the viewer draws closer to the installation the range of measurements of the various elements, from 15 to 60cm, (6X24") creates an intricate relief effect.

The different sizes and angles on the front and rear faces has produced a total of 38 unique tiles that have been added in varying proportions to bring the wall to life. The tiles were used differently on each wall, creating a unique effect on each surface but always in line with the logic of the construction system's highly decorative and tectonic expression. The modules can be conceived as a permanent installation and joined together with cement or built up dry so that they are easy to disassemble, as they were at the exhibition venue.

With innovative designs such as these emerging, the alternative uses for ceramic tiles are becoming increasingly diverse.

Credits:

Material processes and systems group,
Graduate School of Design, Harvard University.
MaP+S Team: Martin Bechthold, Leire Asensio-Villoria.

Researchers: Juan Pablo Ugarte, Saurabh Mhatre, Sarah Norman, Jared Friedman.

Based on an original piece of research by Stefano Andreani, José Luis García del Castillo López and Aurgho Jhoti.

Co-ordinator: Javier Mira ■

SEE THE VERY LATEST FROM TILE OF SPAIN AT CERSAIE'16



Just in time for the event, the new app is now available for the 33rd edition of this renowned Fair, CERSAIE'16, which takes place in Bologna from September 26-30. The app will again provide information on exhibiting ASCER members showing the latest innovations from Spain's ceramic tile industry. Visitors can also use the app at the venue as a sustainable, intuitive way of finding the location of each stand.

As previously, visitors to the Italian fair CERSAIE will be able to download the Tile of Spain app onto their mobile devices free of charge. In response to positive feedback in previous years the current version of the app has been adapted to visitors' requirements, providing easy access to all the information on the companies exhibiting under the umbrella brand that the visitor may wish to see.

Visitors wanting to avoid missing out on anything will be able to organize their visit easily in a very intuitive visual environment that is instantaneous and easy to use. Amongst the many facilities the app provides, it enables the user to:

The CERSAIE'16 app features full information on all the Tile of Spain companies exhibiting at the fair. Download it for free and organize your visit – all you need is just a click away.

- ☑ Check out the list of exhibitors, which can be filtered alphabetically or by sector.
- 🔍 Make quick searches for companies by name.
- ★ Create a list of favorites and organize their time at the fair.
- 📍 Check for the location of all different pavilions, using the map function to find stands they want to visit.
- 📄 Find information on companies including new products, their location within the fair and their respective contact details. These can be saved into a personal diary and the app allows the user to call or send an e-mail to the contact.

As in previous years users can download the CERSAIE'16 app for mobile devices and tablets. It will be available for both Android (Android Play Store) and Apple (App store)

devices. Also this year a version of the app will be published online that will enable visitors to download a PDF of the catalog of Tile of Spain exhibitors. This app will be available at: <http://www.tileofspain.com/cersaie/>

CERSAIE 2016

This year will be the 33rd edition of the fair and it takes place again in Bologna, Italy, September 26-30. The representatives of the Spanish ceramic industry will consist of tile and sanitary ware manufacturers and ancillary industries. CERSAIE is the largest international gathering of the ceramic industry and draws an audience of distributors, interior designers, construction companies, specifiers, architects, designers and more, who come to see the latest innovations and trends in the industry ■



CERAMIC À LA CARTE

Humans have since pre-historic times followed an instinct to attempt to embellish our surroundings, firstly by decorating the walls of the caves in which we lived and, in fact, we have been doing so ever since, endeavouring to make the environment we inhabit more comfortable.

This ideology achieved its maximum expression with architect Frank Lloyd Wright, who always placed great importance on the interior of his buildings, in opposition to the proposition in favor of configuring the exterior. According to F. Lloyd Wright “the interior, the space in which we live, is key to the project,

expressing itself to the outside world as a closed space.”

With retail outlets and other establishments, especially bars and restaurants, however, interior design is a force to be reckoned with. For architects and designers restaurant projects can be an invitation for experimentation and to go wild – and this is where ceramic can offer possibilities and variants.

Good interior design is anything but simple as a number of factors have to be taken into account such as regulations, the style of interiors required, trying to make the staff's work

F. Lloyd Wright: “the interior is key to the project, and expresses itself to the outside world as a closed space.”

Spaces are being created where in practice the experience is not just about taste but a whole array of sensations.



Left, 'Disfrutar', restaurant by Equipo Creativo. Special Mention in the interior design category of the 2015 Tile of Spain Awards. . © Adrià Goula. Above, ADEX, Rombos series.



'La Alcuza' restaurant at the Ariño spa, Teruel. GRES DE ARAGÓN, Forest series, Klinkjet collection.



Midhill Restaurant, Helsinki. EQUIPE CERÁMICAS, Hexatile series-collection.

easier and, last but not least, customer experience. What designers look for in this kind of project, generally speaking, are materials that are strong, waterproof, easy-cleaning and offer versatility in terms of designs. Few materials deliver on all of these fronts as well as ceramic – in all its forms from flat floor tiles to special pieces and simple decorative wall tiles.

Restaurateurs' minds are currently focused on design, on creating spaces where custo-

What is being sought from a technical perspective in design projects for bars and restaurants are materials that are strong, waterproof and easy to clean and that offer versatility on the design front.

mers enjoy not just a taste experience but a collection of experiences. When this idea is translated into a reality interior design manages to turn a light meal or a full dinner into a meaningful experience. The winner of the latest Ceramic Tile Awards is a case on point: When sitting sipping a gin and tonic in the Blue Wave cocktail bar in Barcelona, by El Equipo Creativo, you have the sense of being caught up in a wave that is about to break and is enveloping you in a seascape of



Chez Lulu Restaurant, Brussels, Belgium. APARICI, Trend series-collection.



COLORKER, Petranova series.



Hamburguesería N°5 in Castellón. PERONDA GROUP, FS By Peronda series, FS Rombos collection.

reflections and shadows. This same team, El Equipo Creativo, has also designed Restaurante Disfrutar. There they have used ceramic tiles throughout, creating and transforming each space so as to make every experience unique.

Another example of how to create exclusive interiors is the no5 hamburger restaurant in Castellón, where the special ceramic tiles takes us back to the 1920's through a combination of vintage tiles and de-constructed tiles on the walls and floors. Martina Rosenqvist and Vera Öller combined the work of Dutch artist Willem Heeffer with ceramic floor and wall tiles to perfection, designing an unusual space linked to American 1950's op art. Simple interiors can be created, too, such as the one devised by interior designer Laura García-Soto for the Labrass brasserie, where modern lines and clean wall coverings blend



Swing Café, Seoul, South Korea, NATUCER, 7X60 (3X24") Retro series.

with both a traditional cuisine and welcoming atmosphere.

With their design for the ca-Consuelo gastrobar, architectural studio Low-FI went back to using decorative ceramic, adapting it for a newer, more contemporary setting. They combined bevelled tiles with hydraulic-look and classic simple tiles in the main parts of the establishment to exceptional effect, achieving a result that is contemporary and fresh. There is a similar combination of extremes in Café Bistro Lulú in Brussels, where the art déco wall tiles and furniture have been mixed in with 20th century elements.

The last example is the Catedral restaurant in Rioja, designed by young architects Blurarquitectura, where ceramic has been used throughout the entire project, bathing the space in a halo of simplicity and brightness.

They have created very different looks using the same size of tile: outside the building has been clad with 10x10 (4X4") terracotta tiles while inside, the main tiles are of a similar size but are vitrified white. This is another example of how magnificent results can be achieved when you know and understand the material.

Evidently, if a restaurant's output can be seasoned with good design, and this condiment enhances the atmosphere, then we have hit the jackpot. This is proven in the featured examples where ceramic tiles provide that special spice to complement a creative menu ■



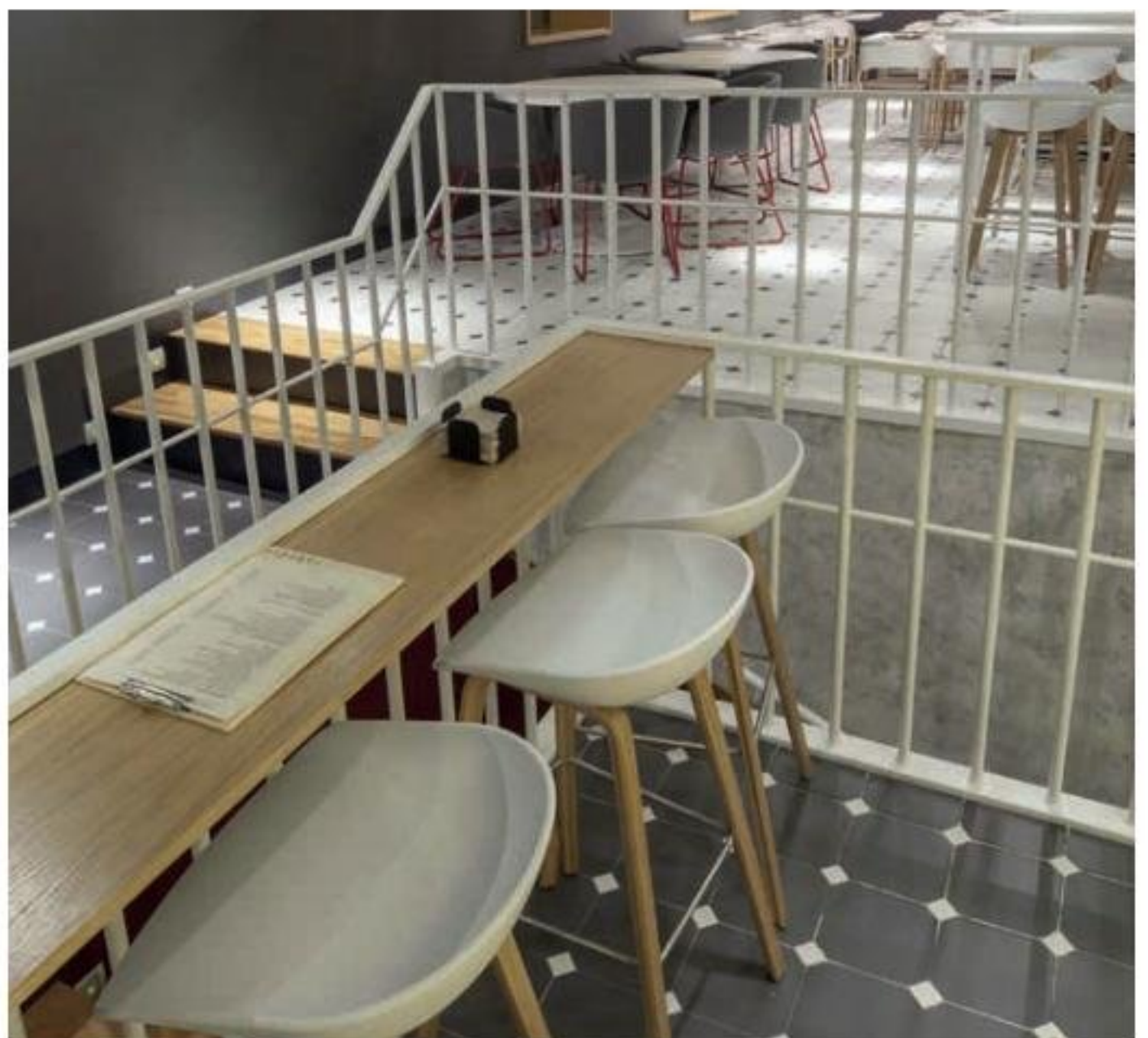
'Cathedral', restaurant in Logroño, by Blur Arquitectura. © Berta Buzunariz.



UNDEFASA, Piramyd and Vermont series.



CaConsuelo Gastrobar by Low-Fi architects.



Labráss brasserie, Madrid. VIVES, Vodevil series.

SHOWROOM // LATEST TRENDS



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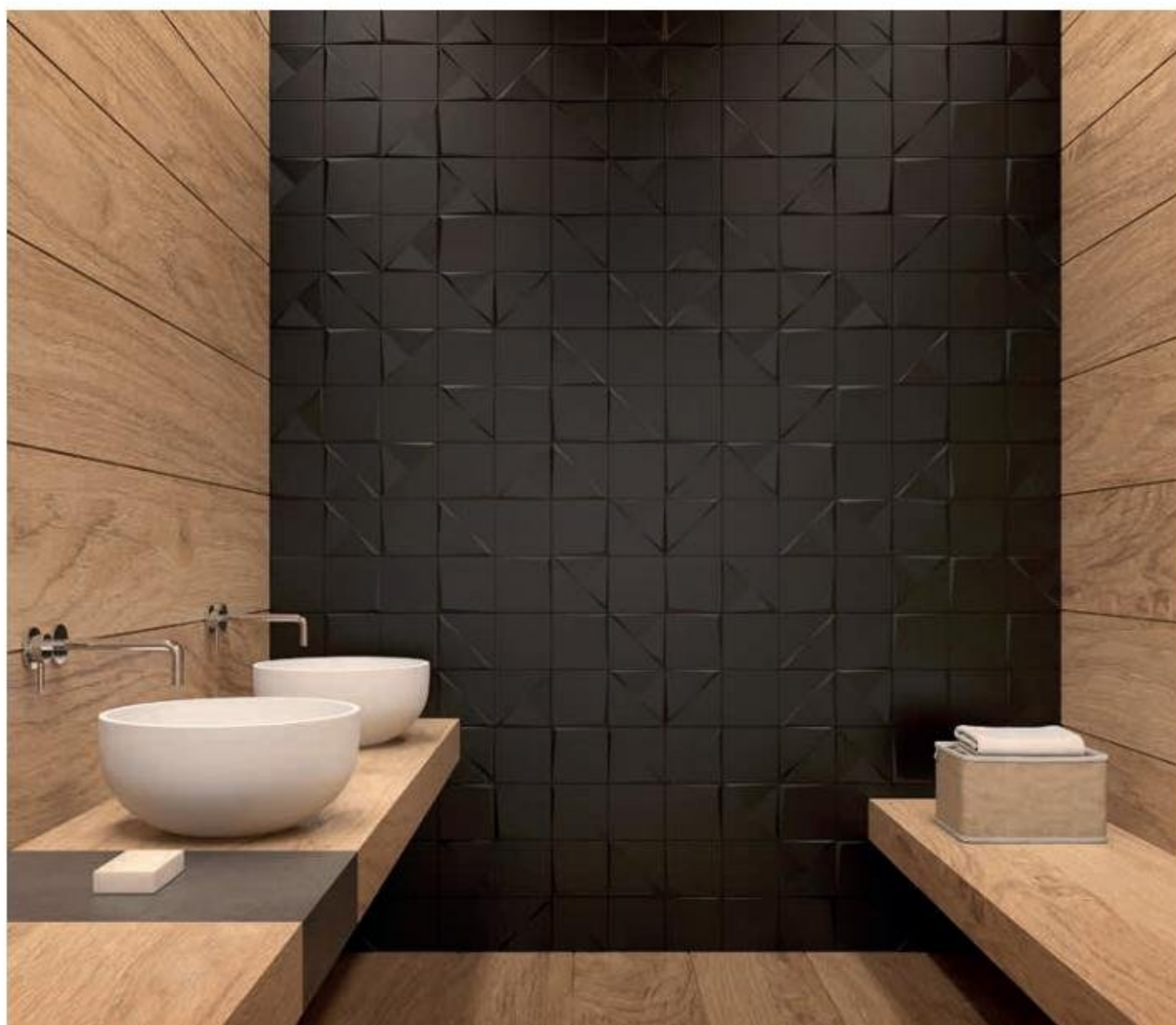


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NEWS FROM TILE OF SPAIN

SPANISH QUALITY ADDS SUCCESS AT COVERINGS AND CID AWARDS

COVERINGS, the United States' foremost trade show for the coverings industry, took place in Chicago, in the state of Illinois, April 18-21. The volume of Spain's exports to the U.S. last year reveals that Spanish tiles are a significant player in the American market, with growth standing at 40% placing the country in fourth place in the ranking of Spanish export destinations. The Official Stand organized by ICEX featured 67 exhibitors, including 46 tile manufacturers and companies from ancillary industries.

During the fair, a fresh round of Coverings Installation and Design Awards (CID) once again selected an entry bearing the Tile of Spain stamp from the international category. The awards are given to outstanding work on account of the design and the way ceramic or stone tiles are used and installed. For further information on the CID awards, go to: <http://www.coverings.com/CID> ■

TILE OF SPAIN IS PROMOTED AT BERGAMO



Over the last few years more than 200,000 people have attended the Edilportale seminars.

ASCER and ICEX, Spain Trade and Investment, in collaboration with the Commercial Office of Spain in Milan, made the arrangements for Tile of Spain to take part in the "House renovation" stage of the Edilportale Tour 2016, which took place in Bergamo. The tour consists of a series of seminars, targeted at specifiers and organized by Italy's leading construction research web portal, EDILPORTALE.

One of the sessions was led by consultant Umberto Menicalli, a geologist who is an expert in materials technology. Tile of Spain had an information stand at the event which was used to display participating companies' products and catalogs. In 2015 Italy bought 80.7 million euros-worth of tiles from Spain (+23.4%), placing it ninth in the ranking of export destinations for Spanish Ceramic ■

RENOWNED EXHIBITION BARCELONA CERAMICS VISITS GRANADA SCHOOL OF ARCHITECTURE

To mark the tenth anniversary of the Ceramic Tile Studies Department at the Advanced School of Architecture at the International University of Catalonia (ESARQ-UIC) a selection of the students' best work

was put on display at the Granada School of Architecture.



Barcelona Ceramics can also be seen at Museu del Disseny (Design Museum) in this city.

The show features 20 designs, created under the guidance of the Department's teachers and supported by ASCER, that constitute creative formats for new applications in the field

of architecture. Barcelona Ceramics has won several prizes as well as international acclaim, including being a finalist in the 13th Architecture and Urban Design Biennial ■

TWO TILE OF SPAIN DESIGNS WIN ARCHITIZER A+AWARDS PRIZE

A jury comprised of more than 300 architecture professionals and experts awarded the prize to swimming pool grid designs, Compact and Flex, by RosaGres. Manufacturers and brands from more than 100 countries submitted entries for the A+Awards, organized by prestigious U.S. architecture portal Architizer.

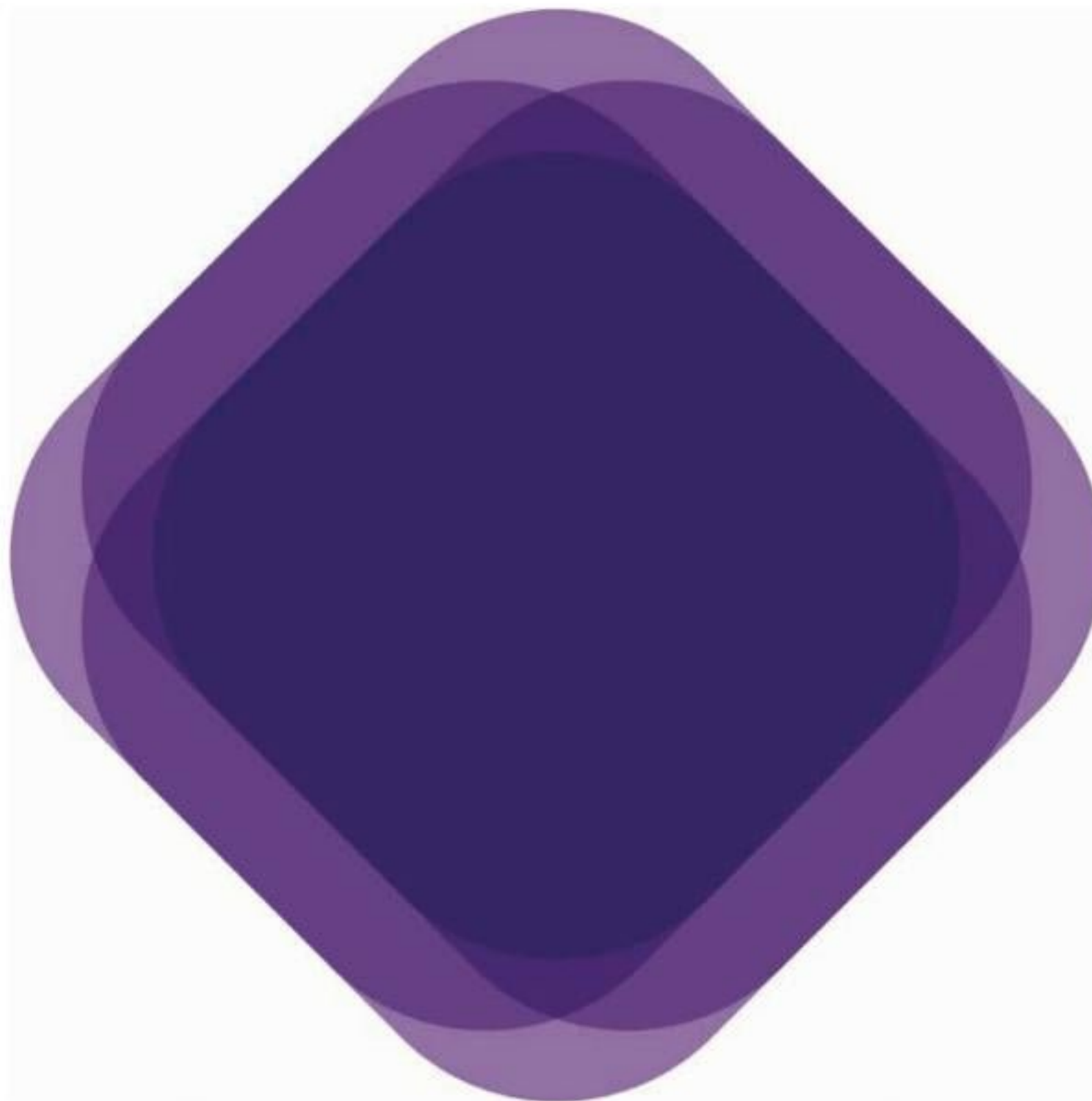


One of the award winning designs is a grid that integrates totally into the edge of the swimming pool, creating a 'lake effect'.

These awards are a recognition to specialization in product design and innovation. The winning Tile of Spain designs are grids made of porcelain stoneware, designed for infinity pools. The design is functional and attractive while also offering improved drainage and water collection capacity ■

TILESPAINAWARDS

architecture / interior design



www.tileofspainawards.com

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Nuno Brandão Costa
Ramón Monfort
Ricardo Sánchez Lampreave

[PRIZES]

Architecture: 17.000 euros
Interior Design: 17.000 euros
Degree Project: 5.000 euros

[DUE ON]

26th october 2016

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