

CERASPAÑA

2017 / CERAMIC / ARCHITECTURE / DESIGN

COTTAGE STYLE

CEVISAMA 2017

CERAMIC: A SAFE BET FOR YOUNG ARCHITECTS

15TH TILE OF SPAIN AWARDS

38



Editorial

The future belongs to the intrepid

Another November, another meeting of the judging panel for the Ceramic Tile Awards – which this time around was the 15th edition. Year after year we have seen how ceramic has come to be used in spaces where it had never been used before and it is now one of the preferred materials at the young architectural studios that are highly successful both in Spain and abroad.

What ceramic brings to a project is the breadth of its aesthetic potential, its unsurpassed technical specifications and a contribution to sustainable architecture that is not to be ignored. In this year's competition we have seen how in a single family dwelling designed to Passivhaus standards ceramic was chosen to create the roof in order to be able to collect rainwater. The winner in the Graduate Degree Projects category, a Syrian student of architecture, revealed the social value of ceramic by using it to build simple, low cost yet quality shelters for refugees.

Sustainability and social construction to ethical standards are two of the new avenues being explored for the material. There are also highly innovative R, D & I projects under way such as Fertilife, which reduces greenhouse gas emissions from tile manufacturing plants by using CO2 captured from agriculture.

Customized manufacturing is yet another area the industry is looking into. The Trans-Hitos exhibition will show, in situ, how new technologies can be applied, such as 3D printing within the Harvard GSD space. CEVISAMA will also demonstrate how committed Tile of Spain members are to what is already a global market for us, given that, as a result of our companies' efforts, product ranges and know-how, we have a presence in 190 different countries around the world.

For all of these reasons the only prediction we can make is that if the future belongs to the intrepid, then the future belongs to Tile of Spain ■

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 www.tileofspain.com/suscribe

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

ISSUE 38 · 2017

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 · www.tileofspain.com

Ceraspaña is a free newsletter distributed by ASCER.

PUBLISHED

ASCER

DESIGN AND PRODUCTION

Grupo On Market

SPONSORED BY



España
Exportación
e Inversiones



UNIÓN EUROPEA
Fondo Europeo de
Desarrollo Regional

Una manera de hacer Europa



Summary

02

EDITORIAL

THE FUTURE BELONGS TO THE INTREPID

03

EARTHLY RICHES: CERAMIC,
UNQUESTIONABLY THE JEWEL
OF THE COTTAGE STYLE



07

CEVISAMA: PERFECT FUTURE

08

THE 15TH ASCER CERAMIC TILE AWARDS
WINNERS

12

CERAMIC, A SAFE BET FOR
YOUNG ARCHITECTS



17

SHOWROOM

23

NEWS FROM TILE OF SPAIN

24

TILE STYLE. SPANISH CERAMICS 2016

FRONT COVER: "CASA CELOSÍA" BY
EMILIANO LÓPEZ MATAS AND MÓNICA
RIVERA, FINALIST IN THE 15TH CERAMIC TILE
AWARDS. PHOTO: JUANDE JARILLO.

TOP PHOTO, SUMMARY: EQUIPE
CERÁMICAS, MALLORCA COLLECTION-
SERIES.

EARTHLY RICHES: CERAMIC, UNQUESTIONABLY THE JEWEL OF THE COTTAGE STYLE

The “Cottage or “Country Chic” style is recognized by its rustic air that also includes romantic and subtle elements. The décor seeks to imitate nature, creating environments that feel relaxed and natural.



This style was first created in the country houses of Europe, particularly in England, where it was based on the classic English style blended with the rustic style and elements from the Victorian era. It became popular in the United States during the colonial period and has been popular again for the last few years in contemporary décor. Nowadays

This is a style that sits between rustic and romantic. It is cozy, bucolic and bright. As for colors, it seeks to imitate nature.

the trend is more than just a decorative vogue, it is a new lifestyle, healthier and more relaxed, to enjoy with friends or family. While it may be a privilege we do not all have access to it on a daily basis, it is something we can always enjoy on the weekend, which is why the best examples of the cottage style are to be found in second homes.



LA PLATERA, Essence series, Porcelánico collection.



MOSAVIT, Forest Irati Deco series, Print collection.



KEROS, Sintra series.

Nature itself is the main source of inspiration, hence the predominant colors are those that are to be found there: hues that suggest the countryside, landscapes and the seasons. Shades of white, brown, the chromatic scale of the tones of the earth.

‘Cottage’ inspired rooms are warm and exude calm, inviting you to enjoy pleasant moments in the company of family and friends.

As to decorative motifs, prints in subtle colors or shades of the same color are widely used. Shriill and gaudy colors are nowhere to be seen.

Spaces become elegant as old, natural, simple elements are given a new lease on life. Designers attempt to rescue original architectural elements: wooden beams, masonry walls, etc. Classic lines in natural colors are mixed with reclaimed items that seem to have been taken straight from nature without any form of treatment. The current aesthetic trend embraces these and distressed, aged and stripped items as well.

The distressed or rustic effect is essential to the cottage style. For floors, tiles in earthy shades, cream and beige with an aged look are a perfect fit, as is ceramic wood with a distressed finish or tinted white. Ceramic tile catalogs include an infinite range of choices in their ceramic wood collections that have that look and offer all the advantages of being a material that is low maintenance.



ONEKER, Alsacia series, Chemins de Lavanda collection.



PORCELANITE DOS, 1333 series, Wood collection.

CERASPAÑA/38

Vegetable fibers such as wicker, cane and rush matting are stand-out elements of this aesthetic trend. A good idea is to use ceramic that imitates these finishes: it simplifies cleaning as much as possible, leaving leisure time to be enjoyed to the fullest.

The cottage trend takes its inspiration not just from the colors of nature but also from the shapes of vegetation and flowers too, seen in the decorative motifs. In furniture and decorative items lines are mostly curvy ■



AZULEV, Faenza series-collection.



TERRAKLINKER, Antica collection from Gres de Breda.



TECHLAM®, Colonial series, collection Deco collection.



The 25th edition of CEVISAMA is set to take place from February 20th to 24th, 2017 at the Feria Valencia exhibition center. In the wake of last year's successful show demand for space has exceeded the organizers' expectations and it is anticipated that all the pavilions will be full.

CEVISAMA: PERFECT FUTURE

CEVISAMA, the Spanish ceramic tile industry's foremost event, continues to grow, with a bigger than ever show coming up in 2017. The 2016 fair attracted over 78,000 visitors, 15,000 of whom were foreign. Spain's ceramic tile industry will be coming to the fair with renewed energy following a year that saw its ability to innovate and its competitive edge drive increase sales and open up new markets.

On Tuesday 21st February, the second day of the fair, ASCER will be holding its traditional international press conference, during which they will present key statistics, the ceramic tile industry's strategy for the future and the prizes in the Architectural Ceramic, Interior Design and Graduate Degree Projects Awards competition. Tile of Spain, jointly with ICEX, Spain Exports and Investments, is inviting more than 100 journalists from leading architecture, interior design and ceramic magazines from all over the world

to attend, in order to boost the Spanish tile industry's international business.

CEVISAMALab set to deliver attractive program.

CEVISAMALab is a cultural program, an experimental zone that also shows trends. It is put together by the fair organizers in the hope of attracting an audience of specifiers and offering added value to everyone visiting the fair. Notable features of the upcoming program include:

Trans-hitos: Inter-Actions: an exhibition of architectural and interior design projects centered on the use of ceramic as a construction material and a means of expression. Trans/hitos comprises three blocks of exhibits.

Over more than 600m² (6,460 square feet) in the main entrance to the Feria Valencia complex (level 2, junction of the pavilions) visi-

tors will be able to 'inter-act' with the spaces created by the Graduate School of Design at the University of Harvard (USA), which is working in collaboration with the ITC (Institute for Technology in Ceramic) on a 3D design for ceramic. They will also be able to 'inter-act' with a project titled "Esencia" by architects Sergio Alfonso and Vicente Picó, winners of the competition organized jointly by CEVISAMA, ASCER and the ITC, as well as see the winning designs from the fifteenth edition of the Ceramic Tile Awards competition that is organized by ASCER. Designs by students from the Network of Ceramic Studies Departments will again have their own dedicated space at the show.

Architecture and Design Forum: a series of lectures delivered by eminent speakers of the standing of Benedetta Tagliabue (Architecture), Pepe Leal (Interior Design) and Thinkers Co (Industrial Design Studio). Takes place from February 21st to 23rd.

Alfa de Oro Awards: the Spanish Ceramic and Glass Society (SECV) bestows these awards to recognize excellence in the fields of research, development and innovation by companies that complement and contribute to the development of Spain's ceramic industry.

International Ceramic Design Competition: aims to encourage creativity amongst students of design, fine art, architecture and engineering in any country in the world ■



WINNERS OF ASCER'S 15TH CERAMIC TILE AWARDS

The jury, comprised of architects Gonçalo Byrne, Elisa Valero, Iñiqui Carnicero, Nuno Brandao Costa, Ricardo Sánchez Lampreave, José M Milá and Ramón Monfort, decided to award first prize in the Architecture category to a project to renovate two homes in Oropesa (Toledo) by Paredes Pedrosa Arquitectos. In the interior design category the winner was “TABA espazioa”, in the basement of Tabakalera in San Sebastián, by Ibon Salaberria.

Ascer's headquarters was the venue for the selection of the winners of the 15th Ceramic in Architecture and Interior Design Awards on November 24th 2016.

The winner in the **architecture category** was the “Two Homes in Oropesa (Toledo)” project by Paredes Pedros Arquitectos, where ceramic was used not just as a covering or finish but as a material that can lend a project a uniquely attractive look. The jury also decided to give a runner-up prize in the architecture category to the “MM House, Palma de Mallorca”, by Ohlab. This home has been designed to Passivhaus standards so as to achieve maximum energy efficiency. To this end the architects chose a slanted roof covered in white 15x15cm (6X6”) ceramic tiles, for three reasons: aesthetics, the fact that the roof would be easy to clean and the water thus able to be re-used and also that it would be easy to maintain.

First prize in the **interior design category** was awarded to “TABA espazioa” by Ibon Salaberria, a space with a café, pizza restaurant and wine bar in the basement of Tabakalera, the new International Contemporary Culture Centre in Donostia-San Sebastián. The floor and counters have been covered with 10x10cm (4X4”) ceramic tiles to look like rugs installed to separate the customer and



“Two Dwellings in Oropesa” by Paredes Pedrosa Arquitectos. Photo: Luis Asin.



"TABA espazioa" by Ibon Salaberria. Photography: Mikel Eskauriaza.

staff areas. The jury decided to award a special mention to "Casa#77" by Rue Arquitectos (Raúl Montero Martínez and Emilio Pardo Rivacoba), a refurbishment project on an apartment of a scant 51 m² (549 square feet) located in the loft of a residential building in the old quarter of Pamplona.

ARCHITECTURE WINNERS

The jury decided to award first prize in the architecture category to "Two Homes in Oropesa (Toledo)" by Paredes Pedrosa Arquitectos. The jury singled out the quality and great precision of the architectural intervention in a complex historic context where ceramic was the most fitting material to use.

The jury also decided to award a runner-up prize to the "MM House" project by Ohlab (Paloma Hernaiz, Jaime Oliver, Rebeca Lavín, Walter Brandt, Sergio Rivero de Cáceres). The jury recognized the value of the architects' commitment to sustainable architecture without technological frills.

INTERIOR DESIGN WINNERS

In the Interior Design category first prize was awarded to "TABA espazioa" by Ibon Salaberria. For the jury the most outstanding aspect of the project was the balanced dialogue between the materials in a contemporary space where ceramic is a major feature.

A runner-up was also awarded in this category, to "Casa#77" by Rue Arquitectos

The two main categories in the Ceramic Tile Awards are Architecture and Interior Design, which each have a prize fund of 17,000 €. (17,900 USD) There is also a Graduate Degree Project Competition open to students of architecture, with a 5,000 € (5,260 USD) prize fund. The Awards are sponsored by Vodafone España, PortValencia and CESCE.



The "MM House" by Ohlab. Photography: José Hevia.



"Casa#77" by Rue Arquitectos. Photo: Olaia Oliveira.

(Raúl Montero Martínez and Emilio Pardo Rivacoba). The jury highlighted the radical nature of the space with its wrap-around ceramic tiles.

GRADUATE DEGREE PROJECT WINNERS

Last, the Ceramic Tile Awards include a category designed to identify the best Graduate

Degree Project by college or university students of architecture, in which ceramic plays an important part.

The jury finally decided to award first prize in the Degree Projects category to "In-Situ: Tools and Technology in Traditional Architecture" by M Wesam Al Asali of the University of Cambridge.



A moment during the jury's deliberations at ASCER's headquarters.

Having considered the nature of the award, the jury unanimously highlighted the project's strategy, which by using a single ceramic material creates a construction system that is relevant with the building's purpose and location. It addresses a current problem efficiently, adding value to the landscape.

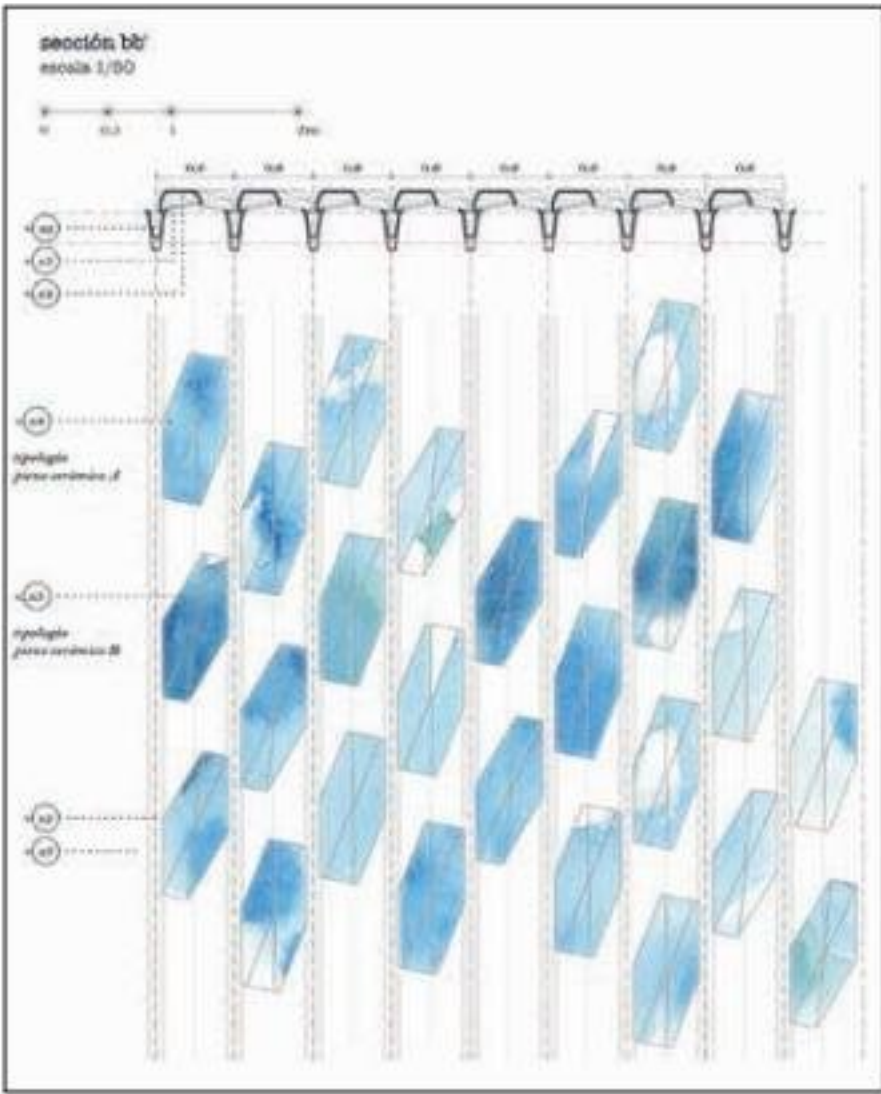
The jury agreed to award a runner-up prize to a project titled "like a breath of fresh air" by Belén Collado González, of the CEU University of San Pablo in Madrid. The jury was particularly impressed by the flexibility and sensitivity evident in the use of ceramic in this project.

AN OUTSTANDING JURY

Yet again the judging was carried out by an outstanding jury. The chairman was Portuguese architect Gonçalo Byrne while members included Elisa Valero, Nuno Brandao Costa, Iñiqui Carnicero, Ricardo Sánchez Lamprea-ve, José M Milá and Castellón based architect Ramón Monfort ■



"In-Situ: Tools and Technology in Traditional Architecture" by M Wesam Al Asali, winner of the Graduate Degree Projects category.



"Like a breath of fresh air" by Belén Collado González, runner-up in the DP category.

CERAMIC, A SAFE BET FOR YOUNG ARCHITECTS

The use of ceramic in construction dates back to Antiquity, specifically to 30,000 BC, when a clay mortar was already being used to hold a structure made of branches and canes together. Ceramic has evolved, since its appearance in the Alhambra in Granada, when it caused a stir in its transformation into tiles, right up until today, where it is still a major feature of the most innovative architectural designs.

Young architects are choosing materials that not only fulfil their aesthetic expectations but that are sustainable too.

Ceramic has demonstrated its value and its mutability over the years, adapting to the most diverse projects. It has gone from being a material of secondary importance to being the star turn in major design projects, emblematic buildings and signature interiors styled by young creatives. These are young people who choose materials that not only fulfil their creative expectations but that also come with a series of features linked to sus-



'Bello Horizonte Administration Block in La Nucia' by architects Crystalzoo. Photography: David Frutos.
Right, the Blue Wave cocktail bar by Equipo Creativo, in Barcelona, voted the 2016 most beautiful bar in the world. Photography: Adrià Goula.





Hotel and Catering School in Matadero by Sol 89. Photography: Fernando Alda.

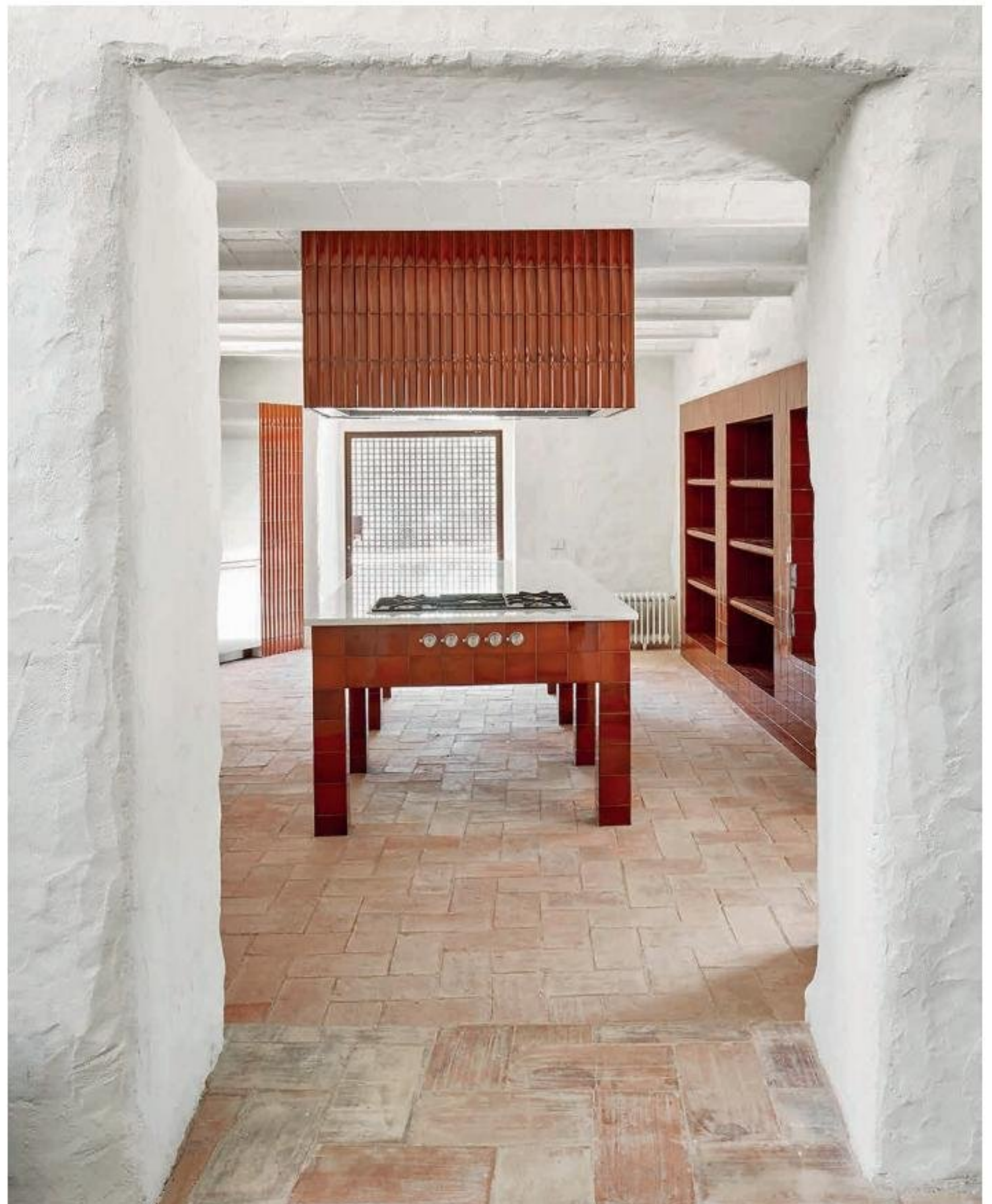


L'Àtic Vernacle by El Fabricante de Esferas. Photography: Milena Villalba.

tainability that are compatible with today's demanding world. One example is young Alicante based architecture practice Crystalzoo, whose colourful design for the "Bello Horizonte Administration Block in La Nucia" merited a coveted Architizer A+Awards architecture and design prize for the best public building of the year. The jury was impressed by both the design and geometry of the glazed stoneware tiles and by the building's construction, which fulfils the basic tenets of sustainability. The prize is thus a recognition not just of the work itself but also to a team of young architects who deliver social architecture based on low-cost buildings as a means of bringing quality architecture to the people. The building's hexagonal shape and ceramic cladding on the roof and the walls are the identifying features of this stunning complex.

Ceramic has become a preferred material amongst promising young architects and designers.

Equipo Creativo, another young architectural studio, is very familiar with ceramic and, what is more, has applied it in masterly fashion in some of its most expressive work. Little wonder, then, that the bar that was voted the most beautiful in the world in 2016, the Blue Wave cocktail bar in Barcelona, was their work. This is not their only award-winning project though: in the 2015 FX International Design Awards they won a prize for the design of Disfrutar restaurant, where the ceramic is a dominant feature but has been used in such a way that it is natural, humble



Renovation of a Masia in l'Empurdà by Arquitectura G. Photography: José Hevia.



Casa Luz, by Arquitectura G, winner of the interior design prize in 2013. Photography: José Hevia.



House refurbishment in c/Ataülfo by Anna & Eugeni Bach. Photography: Eugeni Bach.



MUCA. Auditorium and Music Centre in Algueña (Alicante) by COR. Photography: David Frutos.

and respectful of Mediterranean history and heritage. The ceramic tiles change to create an individual identity for each of the rooms. According to the architects, they "do not decorate but, rather, they invent spaces", spaces that are genuine masterpieces.

There are a great many projects that boast these three variables: young creatives, ce-

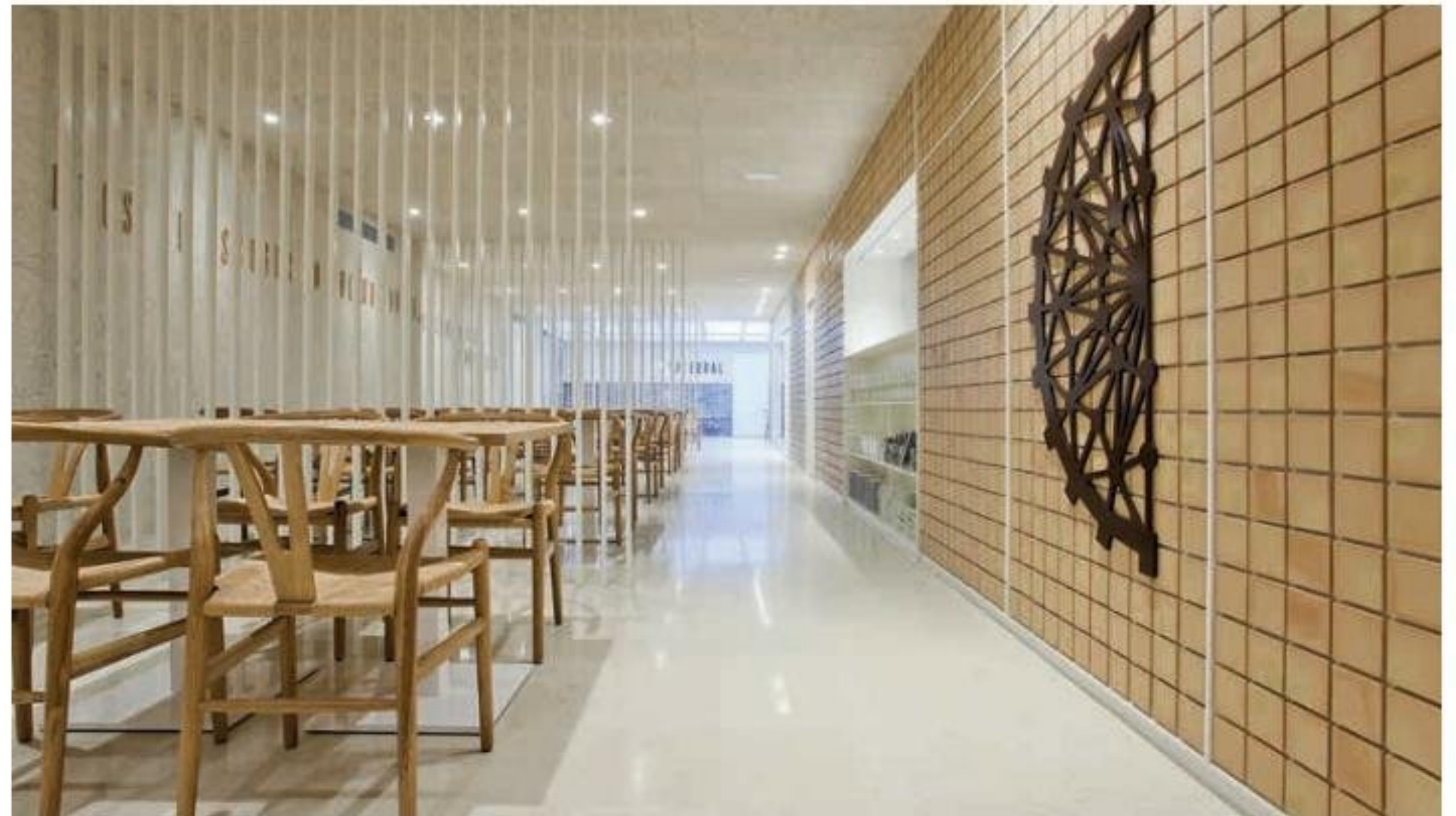
ramic material and architectural credit. The Ceramic Tile Awards that ASCER bestows every year have enabled us to 'catalog', as it were, many of them, such as the MUCA Museum by architectural studio COR of Alicante and the Hotel and Catering School in Matadero by Sol 89, an architectural practice based in Seville, both of which have won the architecture category in previous years.

There are also outstanding new creatives such as El Fabricante de Esferas, who have won a number of prizes, and Valencian architects GG Architects and Anna and Eugeni Bach, who are all winners in this year's competition.

ASCER (the Spanish Association of Ceramic Wall and Floor Tile Manufacturers), believes



Disfrutar restaurant by Equipo Creativo. Photography: Adrià Goula.



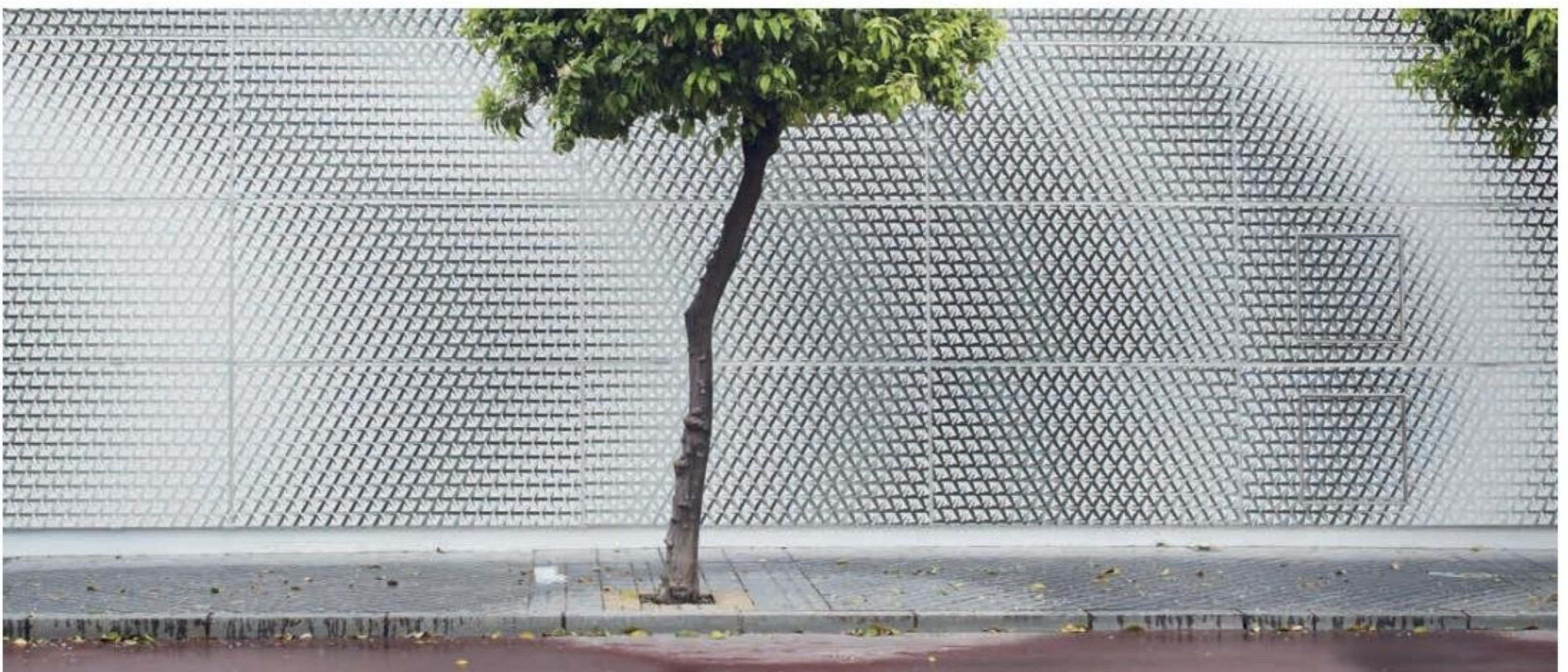
Restaurante Catedral de Blur Arquitectura. Photography: Berta Buzunáriz.

in supporting young architects and this is why it founded an international Network of Ceramic Tile Studies Departments a number of years ago in collaboration with leading Schools of Architecture. The aim of the network is to teach future professionals about ceramic so that they understand it and know exactly how and where to use the material. The fruits of this labor are already being harvested. One fine example is the Arquitectura-G practice, set up by four young architects in the Ceramic Tile Studies Department in Barcelona, who have already won praise and accolades for several of their projects. The use they make of ceramic in their work knows no boundaries and is always exceptional, as in

In 2004, as part of its drive to promote understanding of ceramic and its applications, ASCER set up a Network of Ceramic Studies Departments in some of the top Schools of Architecture in Spain and overseas.

the renovation of a Masía (country house) in l'Empurdà and the Casa Luz project in Extremadura, which merited them a Mies Van der Rohe prize in the rookie architects category.

Since the Industrial Revolution much work has been done to improve manufacturing processes for ceramic, its intrinsic properties and its aesthetic flexibility – all with a view to making it a key material in architectural design. This challenge is definitely being met. Thanks to the efforts of a huge number of people and an industrial cluster that works hand in hand to develop the material it is now the preferred material of many of Spain's young, successful architects ■



Noor restaurant, de GG Architects. Photography: Alfonso Calza.

SHOWROOM // LATEST TRENDS



ZYX (COLORKER GROUP) · EVOKE SERIES · info@zyxspace.com · www.zyxspace.com

**GRUPO HALCÓN
CERÁMICAS**
BIARRITZ SERIES
halcon@halconceramicas.com
www.halconceramicas.com



TODAGRES
COLORS SERIES / TODATECH COLLECTION
marketing@todagres.com · www.todagres.com



UNDEFASA
CALEIDOS SERIES
info@undefasa.com · www.undefasa.com



LAND PORCELÁNICO

RAMBLA COLLECTION

marketing@landporcelanico.com · www.landporcelanico.com



NATUCER

RETRO SERIES / RETRO BLANC COLLECTION

natucer@natucer.es · www.natucer.es



UNICER

SOLID SERIES-COLLECTION

comercial@unicer.com

www.unicer.com

FANAL
 SILKE SERIES-COLLECTION
fanal@fanal.com
www.fanal.com



ALCALAGRES
 MARBLE STONE SERIES / CALACATTA COLLECTION
general@alcalagres.com · www.alcalagres.com



CERLAT
 ZEN SERIES / NOVEDADES CERSAIE 2016 COLLECTION
export@cerlat.com · www.azulejosmijares.com



CERACASA
AQUARELLE SERIES
ceracasa@ceracasa.com
www.ceracasa.com



TECNICERÁMICA
ALPE SERIES-COLLECTION
tecniceramica@tecniceramica.es · www.tecniceramica.es



AZULEJOS EL MIJARES
ABIDOS SERIES / NOVEDADES CERSAIE 2016 COLLECTION
export@azulejosmijares.com · www.azulejosmijares.com



PORCELÁNICOS HDC

BELLVER SERIES-COLLECTION

hdc@porcelanicoshdc.es · www.porcelanicoshdc.com



SALONI

INTERNI SERIES

saloni@saloni.com · www.saloni.com



STN CERÁMICA

CYPRESS 23,3X209 CM (9X82") SERIES

CERSAIE 2016 COLLECTION

stnceramica@stnceramica.es

www.stnceramica.es

NOVEDADES DE TILE OF SPAIN

ASCER PLAYS PART IN PROJECT TO RE-USE CO2 GENERATED BY AGRICULTURE

The FERTILIFE project aims to reduce the greenhouse gas effect of the ceramic tile manufacturing industry in the region of La Plana de Castellón by using CO2 captured from agriculture. The project promotes the use of agriculture as a natural CO2 drain as it recycles the waste gas to acidify irrigation water.

The project is jointly funded by the European Union as part of the LIFE Climate Change Mitigation Program.

<http://www.fertilife-project.eu/> ■

ASCER'S WORK RECOGNIZED AT 47TH INTERNATIONAL CERAMIC ACADEMY (ICA) CONGRESS

The honor bestowed upon ASCER is a recognition of their work to promote ceramic and the boost they have given to the industry. The work done by the Network of Ceramic Tile Studies Departments set up by ASCER in schools of architecture in Spain (Madrid, Valencia, Castellón and Barcelona) and overseas (Liverpool, Darmstadt and Harvard), was singled out for special praise, in particular the work to build bridges between the world of architecture and the tile manufacturing industry ■



ASCER's president, Isidro Zarzoso, collecting the award.

TILE OF SPAIN PROMOTES AT TRADE FAIRS AND SEMINARS



The Tile of Spain seminar in Dallas (USA).

Tile of Spain continues to offer a full schedule of educational seminars for distributors and specifiers. This autumn's program included seminars in London, Paris, Munich, Dallas and Kemerovo on the innovations emerging from the industry and the versatility of ceramic products. Tile of Spain also ran a masterclass in Moscow (Russian Federation) and a class for students of architecture at the University of Moscow, which was given by Crystalzoo Architectural Studio ■

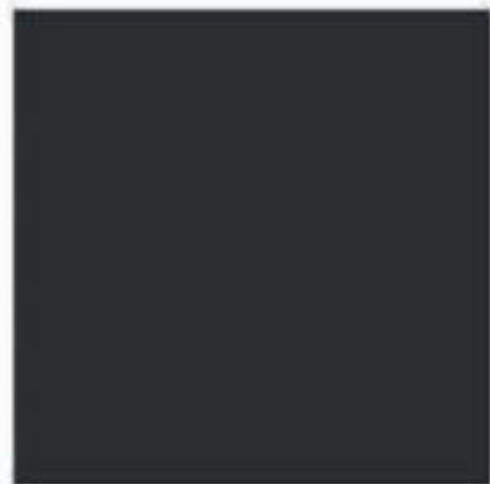
TILE OF SPAIN AT TRADE FAIRS



Trade fairs are an opportunity to run seminars presenting the industry's latest innovations.

The healthy growth of Tile of Spain's sales figures (1,959.6 million € (\$2,063 million USD) January-September, almost 5% higher on the same period in 2015) prompted more companies to exhibit at international trade fairs, with significant contingents exhibiting at the main events – COVERINGS in the United States, BATIMAT Russia and CER-SAIE in Italy – where their new products and innovations were received enthusiastically by visitors ■

TILE STYLE



SPANISH CERAMICS
www.tileofspain.com

2017