

CERASPAÑA

2017 / CERAMIC / ARCHITECTURE / DESIGN

MADE PIECE BY PIECE: TERRAZO INSPIRATION

ECO-LIVING IS SPELLED WITH A C

TILE OF SPAIN AT CERSAIE'17

CERAMIC MORPHOLOGIES: 3D PRINTING ON CERAMIC

39



Editorial

Always on the move

Dynamism and innovation are the identifying features of Spain's ceramic tile manufacturing industry. In this edition of the Ceraspaña magazine we gather together some of the facts that corroborate this statement.

At the most recent CEVISAMA, within the TRANS-HITOS architecture exhibit, Harvard University's GSD showed an innovative installation made of tiles produced by additive manufacturing, or 3D printing. This is a new field for ceramic, given that thus far the technology had been restricted to polymers and a few metals. "Ceramic Morphologies" demonstrates once more just how versatile the material is, while revealing a new, promising route for ceramic to explore.

Another challenge where ceramic has a lot to offer is sustainable construction that is efficient in terms of energy consumption. The Passivhaus, or Passiv House, is an international standard that combines a high degree of interior comfort with very low energy consumption, all at an affordable price. All the indicators are that ceramic "is the ideal material" for these systems: the article titled "Eco-living is spelled with a C" gives several interesting examples.

Ceramic is also moving ahead in terms of design, always echoing the latest aesthetic trends and vogues, the latest and most surprising of which is the return to the terrazzo look...who knows what will be next!

Looking at the schedule of trade fairs – with the upcoming edition of CERSAIE – on the forefront and Tile of Spain seminars around the world, we can see how this is very much an industry that never stands still, with like-minded companies striving to improve and progress. An industry and its manufacturers always on the move...forward ■

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ISSUE 39 · 2017

EDITED BY ASCER
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Ceraspaña is a free newsletter distributed by ASCER.

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ASCER

DESIGN AND PRODUCTION
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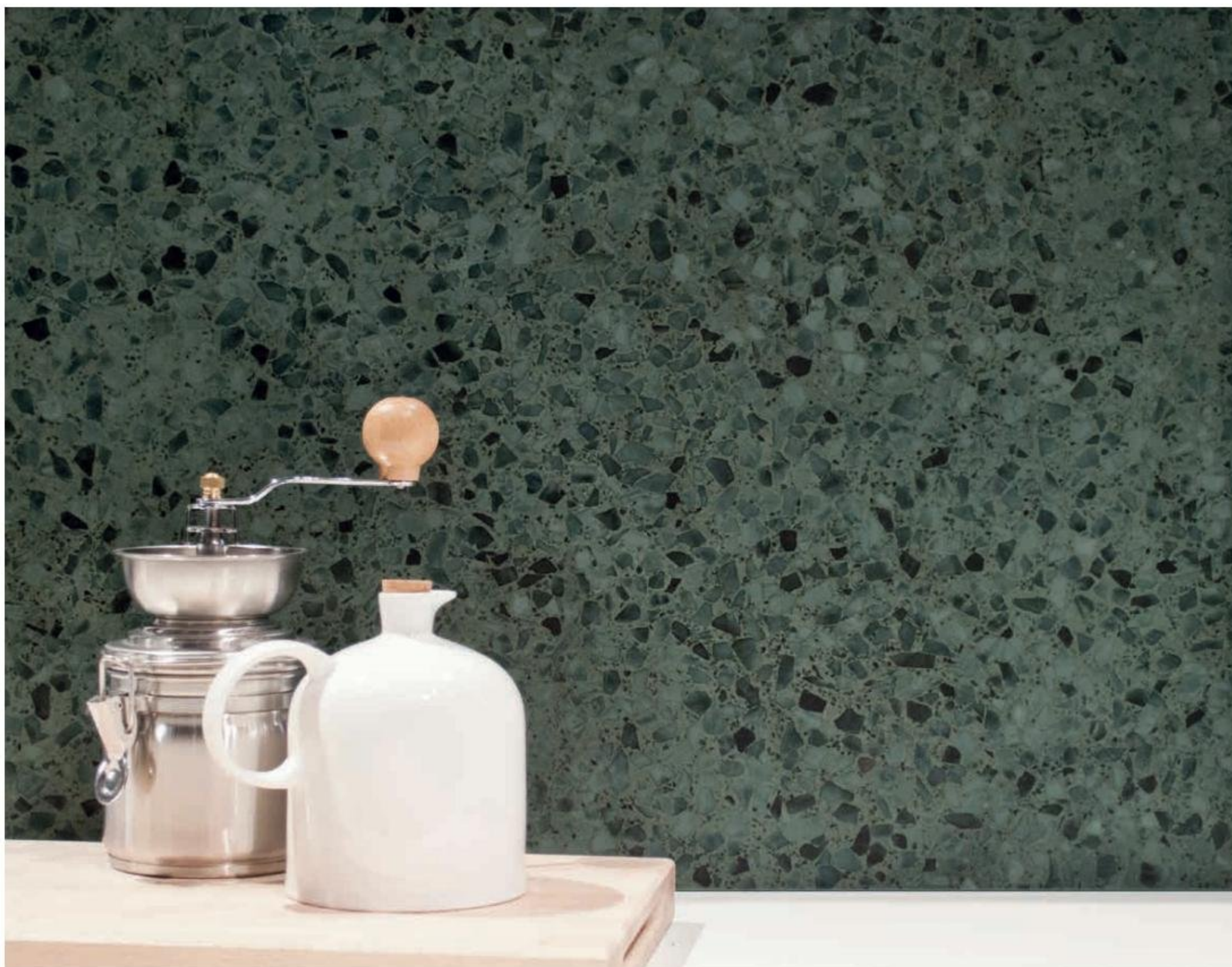
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FRONT COVER PHOTO: "CERAMIC
MORPHOLOGIES" INSTALLATION AT TRANS-
HITOS, CEVISAMA 2017.
PHOTO: HOYOYÒ PHOTOGRAPHY

MADE PIECE BY PIECE: THE TERRAZZO LOOK WEIGHS IN

At the last few design shows and trade fairs we have noticed a trend that is making waves: the return of the terrazzo, or stracciattella look – from the Italian 'stracciato', or broken into pieces – which is being used to decorate things that have never been decorated this way before, from bathrooms and kitchens to other rooms in the house, plus items such as waste paper bins, home textiles and even accessories.



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Terrazzo is a construction material made of stone chips (usually marble) set in concrete that started being used in Venice in the mid-15th century as a way of using left over pieces of marble from installations. Subsequently, it would be polished in order to create a smoother surface.

Nowadays, the term includes all surfaces decorated with variously-sized particles bonded together.

As well as the classic appearance of terrazzo, there are also items made of fragments of ceramic in the *trencadis* style, and surfaces peppered with miniscule particles, commonly referred to as 'salt and pepper'.

The latest collections of ceramic tiles feature an infinite number of variations of this 'straciatella' and agglomerated stone look;



AZTECA, Trinity Lux 90 Series.



EL BARCO, Arive 20x20 cm. (8X8") Series - Arive Collection.



ARGENTA CERÁMICA, Dogana Series.



EL MOLINO, Rio Jet 60x60 (24X24") Series - Rio Collection.

the advantage being that any color can be created both as the base or background and for the fragments themselves.

Another advantage of ceramic is that it affords total freedom to play with different sizes of inserts, so a single collection will

The ‘stracciatella’ – from the Italian ‘stracciato’: broken into pieces – look is back on trend for domestic floors.

In terms of design there are two elements to focus on with these materials: color (of both the particles and the bonding material) and the size of the fragments used.

include two or more different sizes of fragment, which means you can play with and combine different finishes in the same color.

From a decorative perspective these materials and finishes retain their classic look, but strategies regarding how to combine them with all the other elements of a project are especially important.

The aim is to give surfaces a distinctly contemporary, current look. While floors are the core area where this trend is being seen, the ease with which the material can be molded means that it is increasingly common to see these elements applied to other volumes.

Kitchens and bathrooms are still the most typical, favorite places for terrazzo, where it is installed as a cladding and decorative flooring. We have, however, moved on from functionality, focusing instead on aesthetics,



APAVISA, Multicolor Decor Lamp – Nanoterratec 7.0 Collection.



APARICI, Venezia Series-Collection.

with very colorful, eye-catching designs. It is also possible to go for a total terrazzo look that even includes the furniture ■

The unique look of terrazzo, with its stracciatella finish and decorative potential in terms of combinations of color is winning back the attention of architects and interior designers, who are starting to look at this re-vamped classic material in a new light.



VIVES, Farnese Series.



PERONDA, FS By Peronda Series - FS Ofelia Collection.



CERAMIC MORPHOLOGIES: 3D PRINTED PAVILION

The Harvard University delighted, once again, visitors to the Trans-Hitos exhibit at CEVI-SAMA (2017) with their new project.

The installation “Ceramic Morphologies” explored the design opportunities of a novel ceramic 3D printing strategy. The project was developed by researchers and students from the Material Processes and Systems (MaP+S) Group at the Harvard University Graduate School of Design. Supported by the Ceramic Technology Institute (Instituto de Tecnología Cerámica, ITC) in Castellón, Spain, the project is a prototype for the addi-

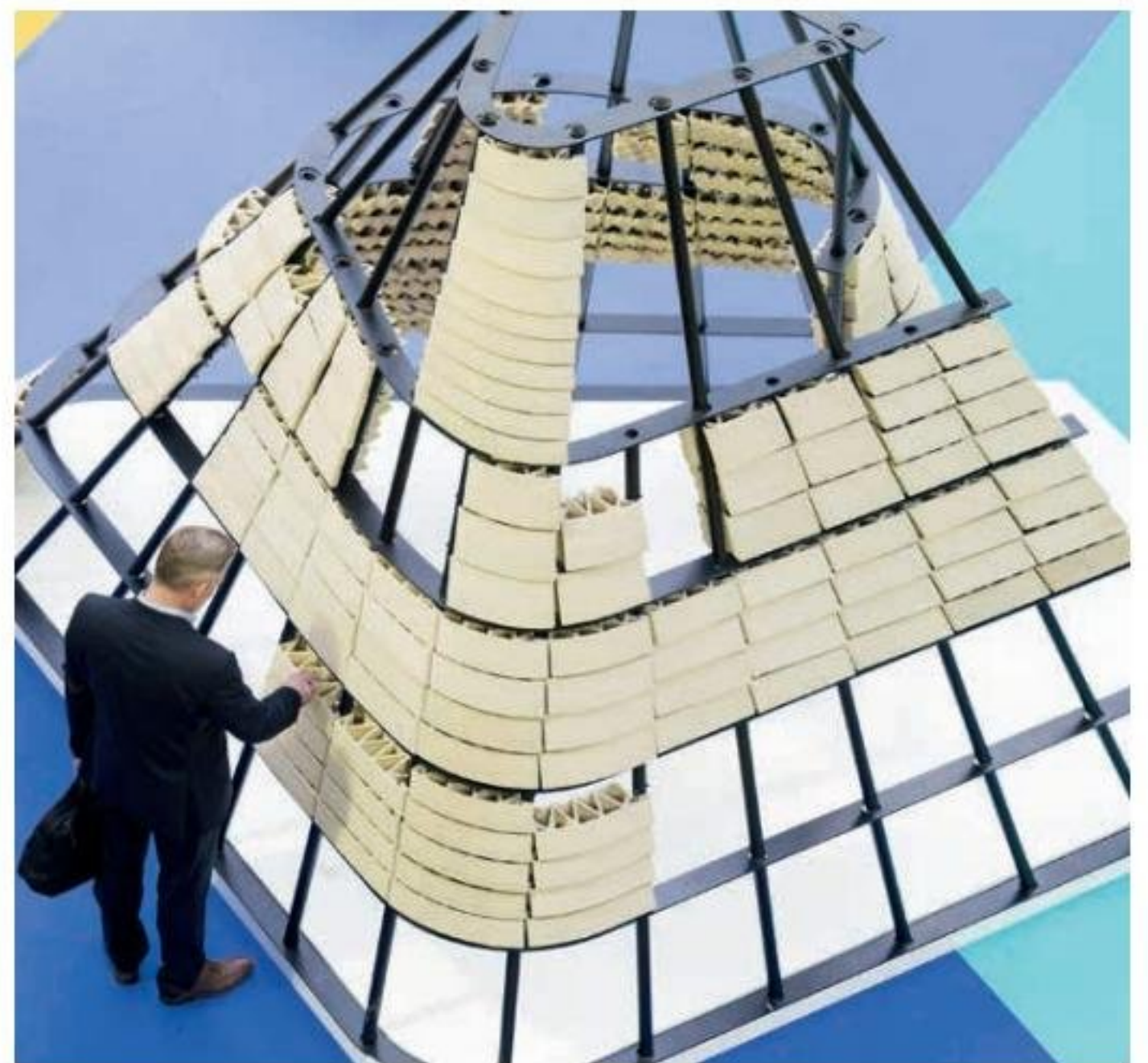
tive manufacturing of ceramic building components in an industrial scale.

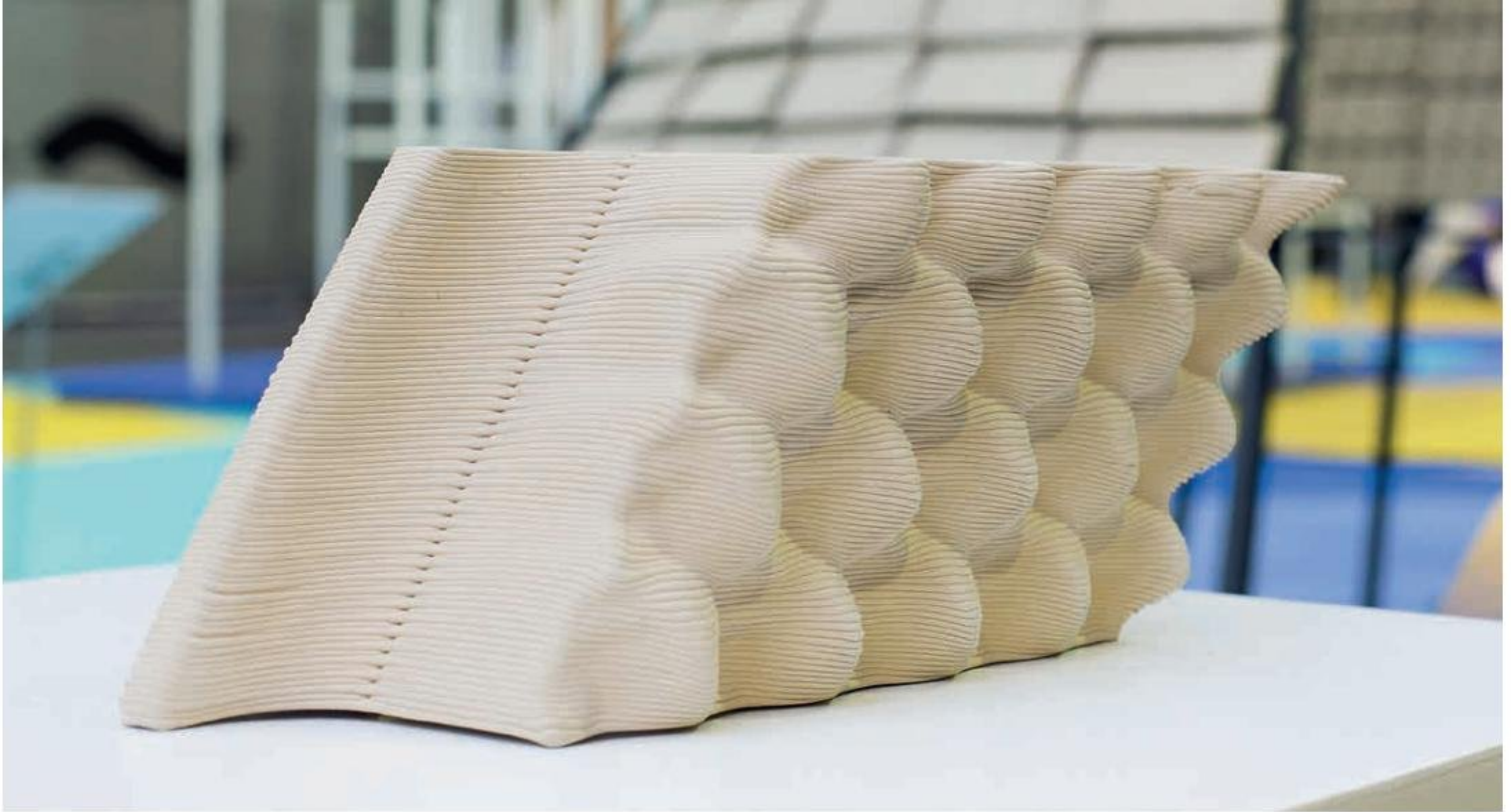
The pavilion is meant to showcase the expressive potential of ceramic 3D printing, and test the adaptation of principles of thermodynamic heat transfer to 3D printed geometry. The shape and design are products of current research related to the thermal performance of naturally ventilated

spaces – the result of our collaboration with our colleagues Salman Craig and Matan Mayer from the Harvard Center for Green Buildings and Cities. Its pyramid shape facilitates upward air movement, and the interior geometry impacts the thermal exchange between ambient air and the interior mass/surface. The contoured, sinusoidal texture of the interior surface is designed to optimize the ratio of surface area to thermal



The internal geometry fulfils thermal regulation criteria.





Pieces are made according to parameters determined by a simple surface geometry.

mass, and maximize the potential for cooling through natural ventilation and buoyancy effects.

The project utilizes a proprietary clay extrusion system and 3-axis armature to produce each of the pavilion's unique ceramic elements. Measuring 3 m tall (10'), with a footprint of 3.2m (10.5') x 3.6m, (12') the pavilion consists of 552 unique elements ranging from 260 (10")-545mm (21") in length, and 70 (3")-150mm (6") in height. 184 elements, representing 1/3 of the entire structure, are displayed in the current configuration. Gaps between pieces allow for tolerances in the production.

Credits:

Project Team: Professor Martin Bechthold, Director; Salman Craig, Lecturer in Environmental Technology; Nono Martínez Alonso; Jose Luis Garcia Del Castillo; Tiffany Cheng; Kevin Hinz; Namju Lee, Zhiwei Liao; Matan Mayer; Saurabh Mhatre; Zach Seibold, Santiago Serna González; Juan Pablo Ugarte.

Sponsors: ASCER Tile of Spain, CEVISAMA

Coordinator: ITC: Javier Mira.

Ceramic Production: Instituto de Tecnología Cerámica: Pilar Gómez Tena, Carmen Segarra Ferrando, Aroa Garcia Cobos.

Documentation: Fernando García del Castillo López ■

In total, the 184 printed elements displayed required 358 hours of printing time, and include 19.84km (12.33 miles) of extruded clay bead.

The work of the Network of Ceramic Studies Department has improved the productive sector with projects that have implications for the whole industry and fill the needs of this new era.



KEEP UP WITH TILE OF SPAIN NEWS AT CERSAIE'17

In just one click and for free: the CERSAIE'17 app provides all the relevant information from Tile of Spain member firms participating in the fair.



Once again this year, coinciding with the 34th edition of the well-known Bologna fair, which in this occasion will take place on September 25-29, the new CERSAIE'17 App is launched.

The app, available both for Android (Play Store) and for iOS (App Store), will provide information on exhibiting ASCER members showing the latest innovations from Spain's ceramic tile industry. Downloading the app, visitors will be able to filter, explore and place precisely every 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 is adapted to users' requirements, whose priorities are simplicity and easy access to all the rele-

vant information on the companies exhibiting under the umbrella brand.

Visitors wishing to be aware of what is going on will have the opportunity to organize their tour easily in a very intuitive visual environment and instant use. Amongst the many facilities the app provides, it enables the user to:

- ☑ 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 visit time during the show.
- 📍 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.

Given the acceptance ratio of the past year's online edition of the catalog of Tile of Spain exhibitors, it will be available in the web again (PDF format):

<http://www.tileofspain.com/cersaie/>

CERSAIE 2017

This year will be the 35th edition of the fair and it takes place again in Bologna, Italy, September 25-29. The representatives of the Spanish ceramic industry will again be the largest foreign representation, gathering ceramic tile manufacturers, sanitary ware and ancillary industry companies ■

ECO-LIVING IS SPELLED WITH A C

Over the last few years a social movement has been gathering strength amongst the most caring segment of the public that promotes a different way of life more in tune with our surroundings. This trend is not just about recycling or respecting the natural environment, but instead, linked to being aware of what we consume.

Trying to find out the extent of the pollution caused by the growing and transportation of

Ceramic is central to architecture, where the aim is to optimize existing resources by exploring passive techniques, orientation and materials.

any given food item, or choosing a less aggressive form of packaging, or a material that has less impact on the environment are issues that nobody thought about a few years ago but that now almost everyone is mindful of. Now, there are more and more modern restaurants that offer regional fare, fair trade and locally sourced products, shops that sell traditional beauty products and even official organizations committed to 'slow cities', the key features of which are identity and responsibility.



Controlling exposure to sunlight with 'broken' ceramic tiles. Casa Celosía (Lattice House) by Emiliano López Matas.





Ceramic materials throughout. 'Administrative Extension Building' at la Nucia, by Crystalzoo.



Ceramic ventilated facade on multi-family house in Barcelona. Product by manufacturer Roca, Pure series.

Within the field of architecture this trend is reflected in the Passivhaus, a platform that aims to optimize existing resources through passive architectural techniques such as the shape and orientation of the building and, of course, the materials used to construct it. Ceramic is, without a shadow of a doubt, essential to this type of construction, not just because it is a natural material but also because of the range of construction systems in which it can be

There are innovations that make it possible to create a ceramic ventilated façade that purifies the air by absorbing the NOx in the atmosphere.

used. Ceramic is made entirely from elements found in nature – clay and water – which are recycled in their entirety during the manufacturing process.

In the last edition of the ASCER Ceramic Tile Awards the runner-up prize went to the Casa MM, by Ohlab Arquitectura, which was designed in line with Passivhaus parameters. In this house, which promotes environmental and sustainability values, energy is obtained from solar panels, while the ceramic roof is tasked with collecting rainwater for human consumption and for watering plants. The choice of ceramic was based on the sum of its intrinsic features such as visual appeal, the fact that it is easy to clean and maintain and its durability.

The versatility and properties of ceramic mean it can provide all sorts of solutions, both as a continuous surface and as a lattice, which in turn provide natural control over ventilation and levels of sunlight. By using the same material throughout a building, both the amount of work and energy consumption is reduced. Official administrative agencies choose this material for projects such as centers of learning and even buildings linked to tourism. One example is a small sustainable urban project in Alcocebre, Castellón. Designed to boost the local economy and inspired by Mediterranean latticework the project has been particularly committed to being environmen-



MM House by Ohlab architects.



Refurbishment of single family home. 'Casa Andamio' (Scaffolding House) by Bosch Capdeferro Arquitectos.



Refurbishment of 'Moullé' restaurant, by Rocamora Arquitectura.



Urban intervention in Alcocebre by Sanahuja & Partners Ceramic finish by Grespania Coverlam using H&C TILES.

tally friendly as it has used a type of ceramic that purifies the air by eliminating the nitrogen oxide that is present in the atmosphere.

Another feature that is typical of eco-living is refurbishment. In this movement, which involves being aware of the resources that are available to us and aiming to reduce any impact on the environment, refurbishment is championed as it is re-using objects. It is quite standard to see projects of this kind using ceramic, since, apart from the versatility it offers in terms of finishes, its durability, its in-

This movement promotes being aware of the resources we have available and trying to reduce environmental impact by committing to refurbishing and re-using objects.

sulation capability, and the fact that it is easy to install, makes it one of the most suitable materials for this kind of work.

Society is clearly making progress in technology and innovation and these advances prompt the emergence of philosophies and ideas that attempt to improve the way we live. Eco-living aims to achieve a balance in what we consume and, as far as construction and architecture are concerned, ceramic, a natural material that is 'aware' of its environment, can play a major part in achieving this balance ■



Detail of porcelain stoneware roof by Neolith, Nieve Satin model.

SHOWROOM // LATEST TRENDS



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NEWS FROM TILE OF SPAIN

TILE OF SPAIN IN THE SPOTLIGHT AT COVERINGS AND CID AWARDS



The Opera Software Wrocław project.

COVERINGS is the foremost trade fair in the United States for the coverings industry. This year's edition brought more than 25,000 visitors together. The North American market has become vital to Spain's ceramic tile industry with exports to the country increasing by 28% in 2016, putting it in second place in the ranking of Tile of Spain's export destinations. The Spanish stand was organized by ICEX and showcased 97 exhibitors, 64 of which were members of ASCER.

The "Coverings Installation and Design (CID)" awards are an annual recognition of the most brilliant work in a number of different categories. Three of the five winners in the international category had used Tile of Spain ceramic products and all had earlier taken part in the Tile of Spain Awards with entries titled "Lattice House", "Perimeter" and "Opera Software Wrocław". ■

CET ANNUAL GENERAL MEETING HELD IN CÓRDOBA

The annual General Meeting of the CET (European Ceramic Floor and Wall Tile Manufacturers Federation) was held in Córdoba from June 15-17. During the Meeting the delegates, who numbered almost 40 representatives of Europe's ceramic tile sector, reviewed the current situation of the different countries' industries and discussed issues that are currently of most concern across Europe ■

TILE OF SPAIN PROMOTES ITSELF IN FLORENCE AND SAINT PETERSBURG

ASCER and ICEX, Spain Trade and Investment, in collaboration with the Spanish Embassy's Commercial Office in Milan, arranged for Tile of Spain to take part in the Florence chapter of the Edilportale Tour 2017, which is a series of seminars targeted at specifiers. Tile of Spain had an information desk with a display of participating companies' products and catalogs, while Tile of Spain consultant Umberto Menicalli gave a speech during the event. In 2016 Italy was in 9th place in the ranking of Spanish Ceramic Tile's export markets, with sales valued at 90.7 million Euros (+12.4%). (Approximately 104 million US Dollars)

A training seminar for specifiers and distributors was delivered in St Petersburg (North Western District of the Russian Federation), again supported by ICEX and the Spanish Commercial Office, this time in the Moscow-based office. Titled "Eco-territory by Tile of Spain", the seminar examined the keys to ceramic's success in sustainable architecture. 12 tile companies took part ■



Tile of Spain organizes seminars for specifiers on a regular basis.

Tile of Spain Awards

Deadline
24 October
2017

Architecture

Prizes

Architecture: 17.000 €

Interior design: 17.000 €

Degree project: 5.000 €

Interior design

tileofspainawards.com

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