

CERASPAÑA

2019 / CERAMIC / ARCHITECTURE / DESIGN

MORE IS BETTER

CERAMIC: A SAFE CHOICE

TILE OF SPAIN AT CERSAIE

HOUSE OF CARDS

43



Editorial

A house of cards

We have all played at building a house of cards at some point in our lives. It is important, if not crucial, to lay the foundations perfectly so that the structure is solid. One poorly placed card can make the whole thing collapse, although it can sometimes be replaced if you have a skilled, dextrous hand.

You could draw a comparison between the house of cards and the ceramic tile industry. It has a solid base that holds an ace hand comprised of tradition, innovation, committed businesses, which have created the material's trump card: safety, hygiene, health, design, durability, strength and so on.

Every new product and every decision play a role in building the house: innovations such as new uses and spaces, extraordinary designs and formats. But it is important to continue to reinforce the footings and not forget what our foundations are made of and upon which our industry has been built thus far. Together with our Italian colleagues we recently launched a communications campaign that turned the spotlight on those intrinsic benefits of ceramic: hygiene, safety, well-being, durability, versatility...attributes that are particular to ceramic and make it different from other materials. In this issue of Ceraspaña we illustrate how using ceramic creates very safe living spaces that would have been difficult to achieve using other materials. Among the other subjects we cover in this issue is how a ceramic 'house of cards' was built at the last edition of CEVISAMA.

We are working very hard in the industry to continue building on our house, strengthening every level so we are not blown over by a gust of wind, and instead are able to draw on the oxygen it delivers to further improve. The cards we hold in our hand afford the best chances of doing so ■

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Spanish Ceramic
Tile Manufacturers' Association
Rda. Circunvalación, 186 · 12003 Castellón · Spain
Tel. +34 964 727 200
global@ascer.es · www.tileofspain.com
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COVER PHOTO: "HOUSE OF CARDS"
INSTALLATION, TRANS-HITOS 2019.
PHOTO: ACF FOTOGRAFÍA.

MORE IS BETTER

The 'Dramatic Interior' trend considers a new language of luxury. Hugely influenced by the world of fashion, it seeks to recreate theatre sets, with light and shadow taking center stage. New weighty marbles and stones, luxurious metals, dark iridescence and the digital world provide the inspiration.



APAVISA, Ocean Blue Polished, 160x320 cm. (5'X10.5')

We have moved on now from the period when minimalism was the new creed and elegance was always associated with neutral, subdued colors. In the current decorative trend, drama is king. The

old expression "less is a bore", coined by American architect Robert Venturi back in the seventies and which launched the post-modern movement, is once again being quoted.

According to the "Observatory for Trends in Interiors", the simplicity and minimalism that held sway in recent years have been discarded and new frontiers are being discovered in the more decorative styles. One of these,



This trend uses a low color scale, with a predominance of darks and navy. COVERLAM, Marquina Series.



CERACASA, Manhattan Series/Collection.

dubbed 'Dramatic Interior, offers a fresh take on luxury with dramatic, almost magical touches and designs full of theatrics and drama. In terms of ceramic tiles, this translates into large format slabs in dark colors with very distinct veining. Natural stone and marble

have become more sophisticated and are far from being just flat, neutral surfaces. There is a clear taste for materials that are strong on personality, with plenty of veins and diagonal lines, pronounced changes in color and sandstone effects.

The taste for vibrant contrasts between colors, materials and textures are noticeable.



COLORKER, Spectrum Collection.

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The collections following this trend have moved away from the more classic styles and were modelled on semi-precious stones such as onyxes, delivering enhanced versions thereof.

Dark colors are the most prominent, with a very strong presence of black and very dark blues. Metallics make an appearance but are more sophisticated, with metals that evoke a world of luxury, dark iridescences, materials of unknown provenance, veiled, blurred surfaces... It is hard to recognize clear references to nature in this trend, the preference being for a certain artificiality that adds drama to the space.

Large, weighty tiles are a feature of this trend.

There is a distinct neoclassical influence evident in the revival of decorative elements from the period, updated versions of which are being seen on surfaces. Organic elements and the patterns of marquetry and inlay that combine different colored marbles are just two examples of the elements that have been revived ■



LIFE CERÁMICA, Dreams Series/Collection.



TAU CERÁMICA: Ascale Collection- Countertops: Monteclema Black Mate 320x160 (10.5'X5') and Imperia Black 320x160 (12mm) (10.5'X5'). Walls: Moma Rusteel 320x160 (6mm) (10.5'X5') - Floor: Cosmopolita Silver 160x160 (6mm) (5X5').



AZTECA, Domino 60 Series, Domino Collection.



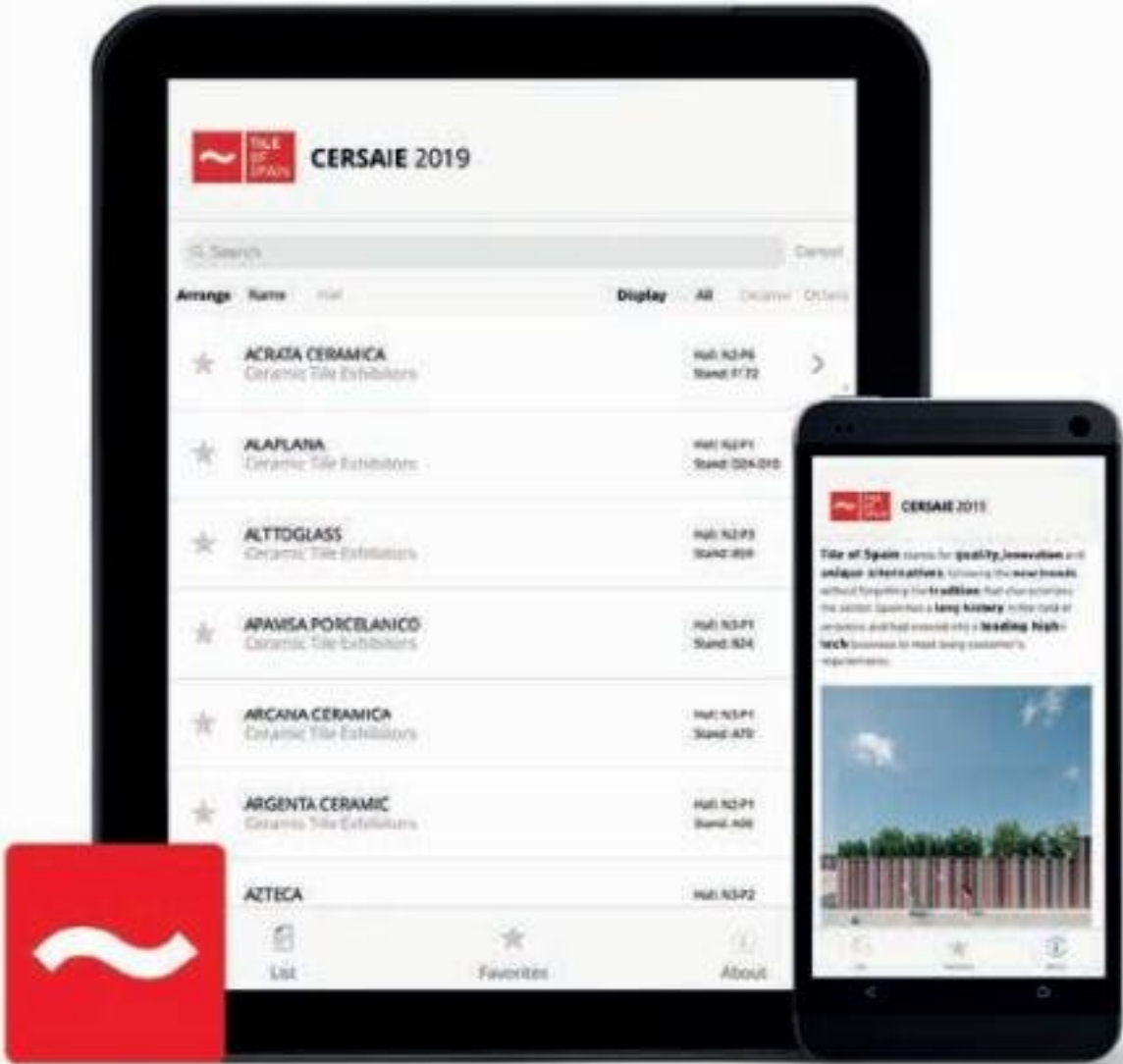
MUSEUM, Colección Macchia Vecchia.

CERSAIE'19:

THE TILE OF SPAIN APP, EVERYTHING YOU NEED TO KNOW RIGHT AT YOUR FINGERTIPS

With just a click, the free CERSAIE '19 app provides key information about Tile of Spain member companies exhibiting at the fair.





-  Company list.
-  Filters.
-  Favorite lists.
-  Company information.
-  Send by email and share on social networks.
-  Full screen images.
-  Hall maps.

Tile of Spain is once again launching its practical app for mobile devices tailored to the CERSAIE trade fair, which takes place in Bologna, Italy, from September 23-27.

The “CERSAIE ‘19” app is available for both Android (Play Store) and iOS (App Store) devices and provides practical information about the Tile of Spain members that are exhibiting at the Italian event. Courtesy of the app, which is free to download, users will be able to search for companies, find the exact location of their stands and plan their visit to the fair using the favorites list option.

The updated version of the app has been modified in line with user’s needs, simply and easy to navigate, it connects users and ex-

hibitors of Tile of Spain in Cersaie as quickly and easily as possible. The app offers a very intuitive visual environment that responds instantly and enables users to:

-  Check the exhibitor list, which can be ordered alphabetically, by sector or by hall.
-  Make quick searches for companies by name.
-  Create a list of favorites and organize their time at the event.
-  Find where they are in any given hall, using the map function to locate stands that are of interest.
-  Access information on individual companies including new products, the company’s location within the fair and contact details. The latter can be stored

in the user’s personal diary and used to call or e-mail the company.

The catalog of Tile of Spain companies exhibiting is also available as a PDF file that can be downloaded from the app website: <http://www.tileofspain.com/cersaie/>

CERSAIE 2019

This year’s will be the 36th edition of the international fair, set to take place in Bologna (Italy) from September 23-27. The Spanish representatives of the industry will once again comprise the largest foreign group at the event, with almost 100 companies taking part out of a total of around 900 exhibitors. More than 112,000 visitors attended CERSAIE 2018, almost half of whom were foreign ■

“HOUSE OF CARDS” TRANS-HITOS 2019: AGORA





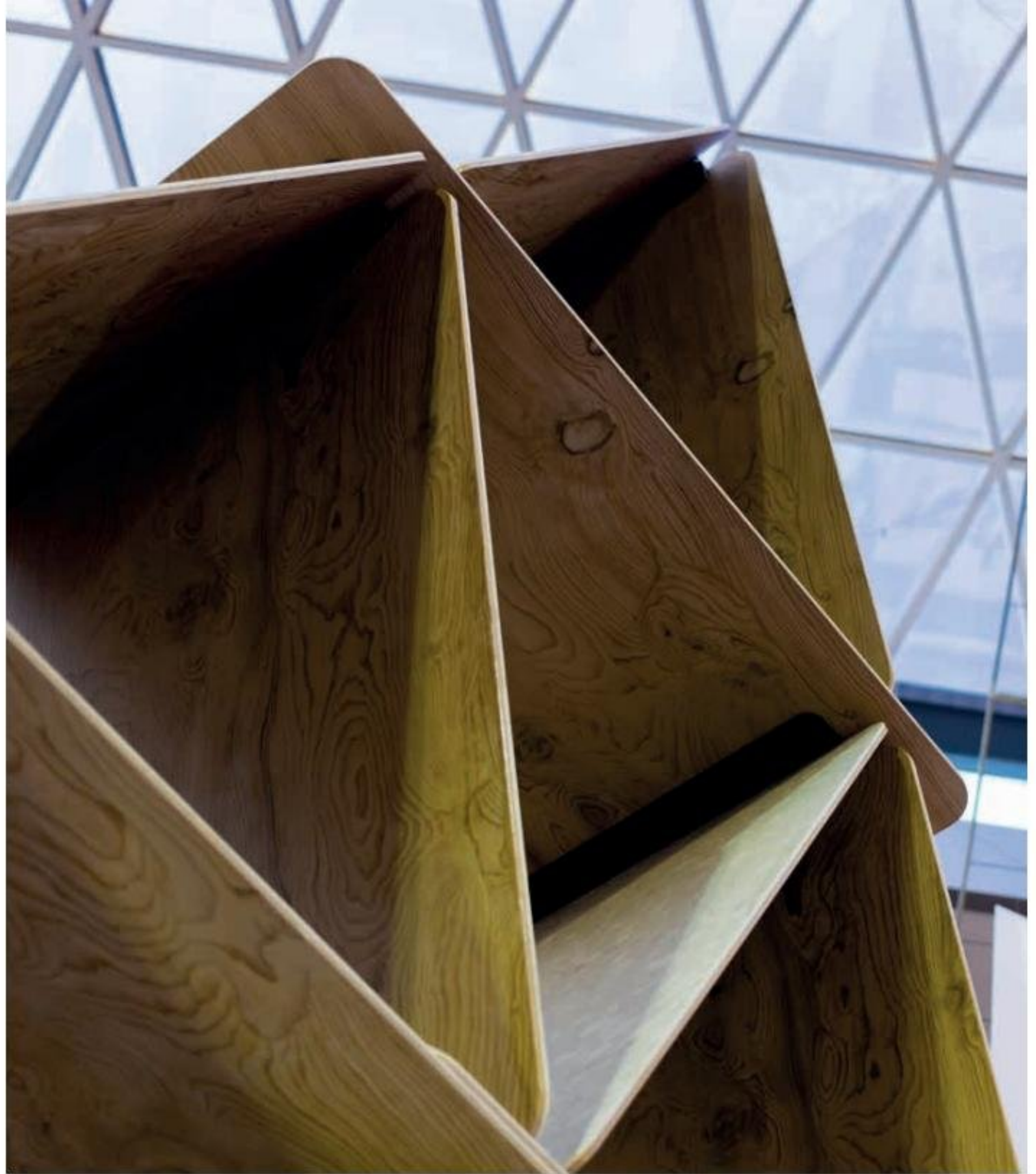
The latest edition of CEVISAMA featured a space within the TransHitos exhibition that was hugely eye-catching. It was a creation that took you right back to your childhood, to when you used to play at building houses of cards, deploying extreme care be-

The image of the fragility of a house of cards has been translated into a solid, resilient structure through the use of large format slabs.



cause one false move could bring the whole thing down.

The exhibit titled "House of Cards", by Nihil Estudio (Jesús Olavarria and Paula García) was the winner of the fourth edition of the



The "House of Cards" installation by Nihil Estudio won the annual design competition organized by CEVISAMA, ASCER and the ITC.

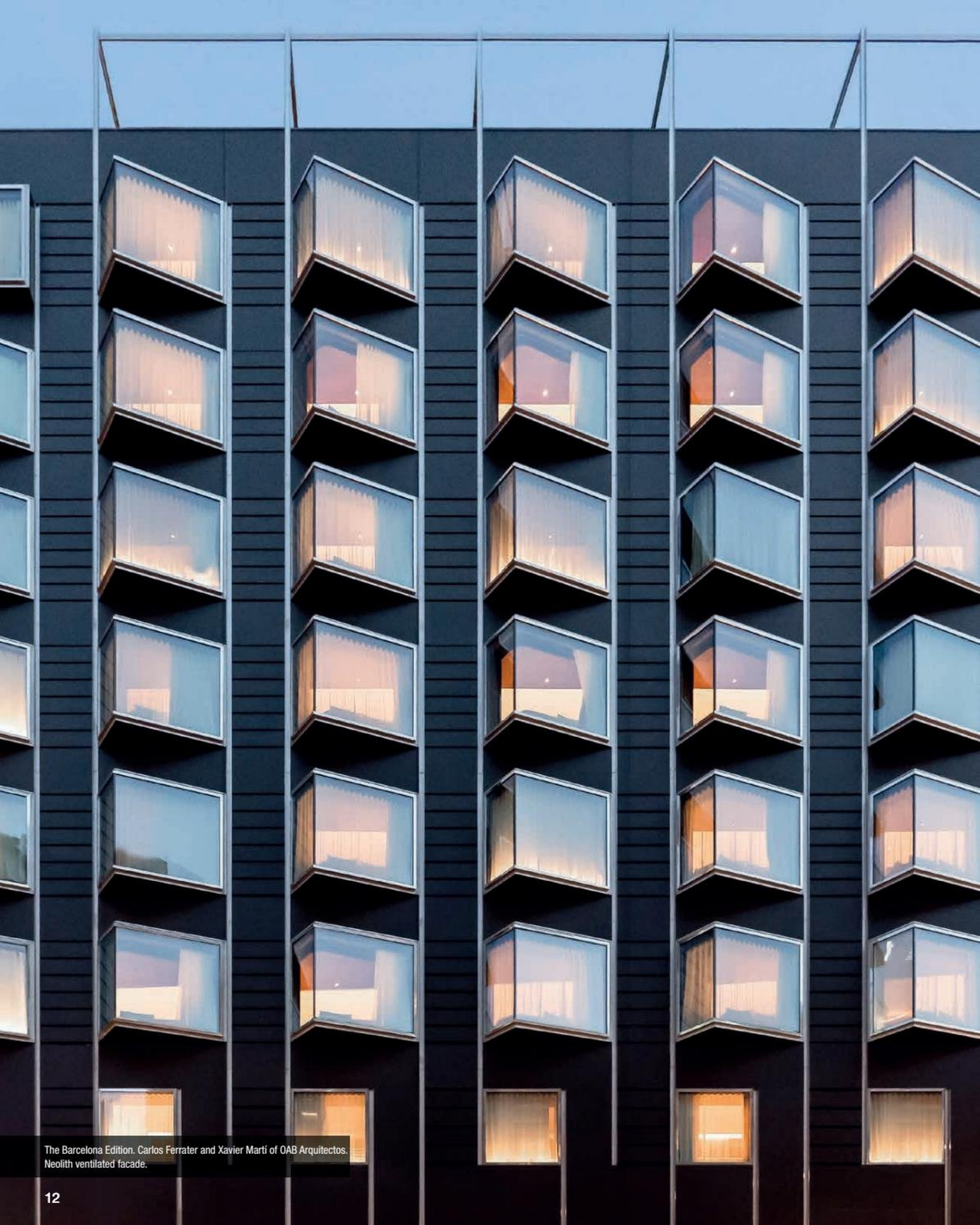
competition run by CEVISAMA, ASCER and the Institute for Ceramic Tile Technology (ITC) to design one of the spaces at the Trans-hitos exhibition.

"House of Cards" is built of large-format ceramic slabs arranged to form a classic house of cards. To achieve this, they have been placed leaning against each other at a 70o vertical angle. In order to create the best possible sensory effect, it was designed to be high enough for people to be able to move around beneath it. The result was 1.5 x 2.3m tiles, (5X7.5 feet) cut by water jet to 1.46 x 2.24m (5X7.3 feet) – in proportion with the dimensions of poker cards. The height of a pair of cards leaning up against each other is around 2.1 meters (7 feet).

The installation prompts childhood memories of very carefully piling pairs of cards one on top of the other. One false move and the house would come tumbling down. What you needed was patience, precise movements, more patience and to hold your breath as

you placed the last two cards on the top. You would reward yourself with a smile and a sense of calm while observing from a distance that the structure remained intact. Next, a gust of wind or a jealous hand would ensure that the sense of satisfaction was short-lived. The image of the fragility of a house of cards has been translated into a solid, resilient structure that can be touched and walked through, awakening long-lost feelings.

The installation is an exercise in the ephemeral made substantial, for as long as the show lasts, a challenge to test the limits of what a material can deliver when used in a way that was not foreseen when it was first developed. It projects the uncertainty of whether or not the cards will fall, mirroring our dreams that sometimes come true, but others do not. It will become an international icon that visitors to CEVISAMA 2019 coming from any country or culture will have recognized. A tribute to the patience and perseverance of entrepreneurs the world over, most particularly those operating in the ceramic tile industry ■



The Barcelona Edition. Carlos Ferrater and Xavier Martí of OAB Arquitectos.
Neolith ventilated facade.

CERAMIC, A SAFE CHOICE

Ceramic is a completely recyclable material; it does not release toxic substances, is non-flammable and easy to clean and maintain. It is the material of choice for the most prestigious names in fine design and architecture.



Casa AA by OAB Arquitectos (Carlos Ferrater and Xavier Martí). Cladding and roof: large format ceramic slats by Saloni. Photo: Alejo Bagué.

The great thinker Heraclitus gave the world one of the most resounding truths in history when he said ‘panta rei kai ouden menei’ or, more commonly, “everything changes, nothing remains the same”. The philosopher expanded on this by postulating that everything is transitory, insubstantial and, therefore, unsatisfactory – an idea that makes even more sense today, when we live on a diet of social networks and fleeting trends.

We experience this reality in our culture, in fashion and also, of course, in architecture and interior design. However, in the same way

Heraclitus said that “everything is transitory, insubstantial and, therefore, unsatisfactory”, an idea that makes even more sense today, when we live on a diet of social networks and fleeting trends.

as books draw on the classics that outlive the passage of time and clothing revives designs created by the great masters of the trade decades ago, architects have always chosen ceramic, largely because of the attributes it brings to any given space.

Ceramic tile, a product made by baking raw materials such as clay and water at high temperature, is resistant, long-lasting, hygienic and non-flammable, as well as being perfectly suitable for both indoor and outdoor spaces. As has been amply demonstrated in many structures, it is the perfect material for pro-

CERASPAÑA/43

jects that aim to deliver beauty with optimum safety and technical specifications.

Prestigious architectural practice OAB, headed by Carlos Ferrater, was one of the first to take ceramic into an urban environment, in pursuit of creating architecture that combines an aesthetic point of difference and an exceptional construction solution. The firm has worked with ceramic for many years and when they had to create a design for the kitchens and restaurant on one of Spain's leading chefs there was no doubt in their mind that ceramic was to be the material of choice. This conviction is also evident in Albert Adrià's kitchens and restaurant, Enigma. Designed by



Cerámica Mayor, Stromboli Light Series, Creta Collection.



Terraklinker – Gres de Breda, Lava & Natural Collections.

consultants RCR, winners of the Pritzker prize for architecture, all the vertical and horizontal planes are clad with large-format ceramic tiles featuring a watercolor of their own design.

Ceramic wins out again in sports architecture, where cleanliness and safety take precedence over any form of decor. A masterly example of this is the Campo Baeza multi-sports facility at the Universidad Francisco de Vitoria, where ceramic tiles not only cover the swimming pool but also the floor and the stands.

Equally, some behavioral trends that have emerged in recent years need to be perceived as enduring over time – those for exam-



Multi-sports facility, Universidad Francisco de Vitoria. Designed by Alberto Campo Baeza. Ceramic tiles by Rosa Gres. Honorable mention in the 17th Ceramic Tile Awards. Photo: Javier Callejas.



Palma de Mallorca Intermodal Station, by Joan Miquel Seguí. Architecture category winner in the 17th Ceramic Tile Awards. Photo: Adrià Goula.



Casa Celosía, finalist in the 15th ASCER Ceramic Tile Awards. Emiliano López Matas and Mónica Rivera. Photo: Juan de Jarillo.



Todagrés, Silktech Collection.



Enigma Restaurant by RCR Arquitectos. Tiles by Neolith.



The Torres brothers' kitchen. OAB Arquitectos (Carlos Ferrater and Borja Ferrater). Finalist in the 17th Ceramic Tile Awards. Photo: Joan Guillamat.

ple that reflect an awareness of our surroundings and of the environment. In this regard, the versatility of ceramic makes it a great ally of sustainable architecture – both because it is the ideal finish for renovation projects and ventilated facades; thin tiles that are manufactured keeping in mind social responsibility for the environment. These features along with large formats produce energy savings in the manufacturing process and savings in terms of materials in the construction process.

Ceramic slats, three-dimensional terracotta pieces that control how much sunlight enters a building and floor tiles that collect rain water in order to channel it so that it can be re-used, are just two examples of how ceramic's versatility in terms of usage, shape as a finish

Ceramic tile is produced by baking raw materials such as clay and water at high temperature and, as a material, is resistant, long-lasting, hygienic and non-flammable, as well as being perfectly suitable for both indoor and outdoor spaces.



Cerámica Elías, Manual Series.

and reinterpretation by new creatives, can embody how projects can adapt to current environmental standards.

It is up to us to ensure our Planet remains in good condition even though it may change and that our homes, short-lived as they may be, are an example of permanent personal satisfaction ■



Tunateca Balfegó. The Creative Team. Photo: Adrià Goula.



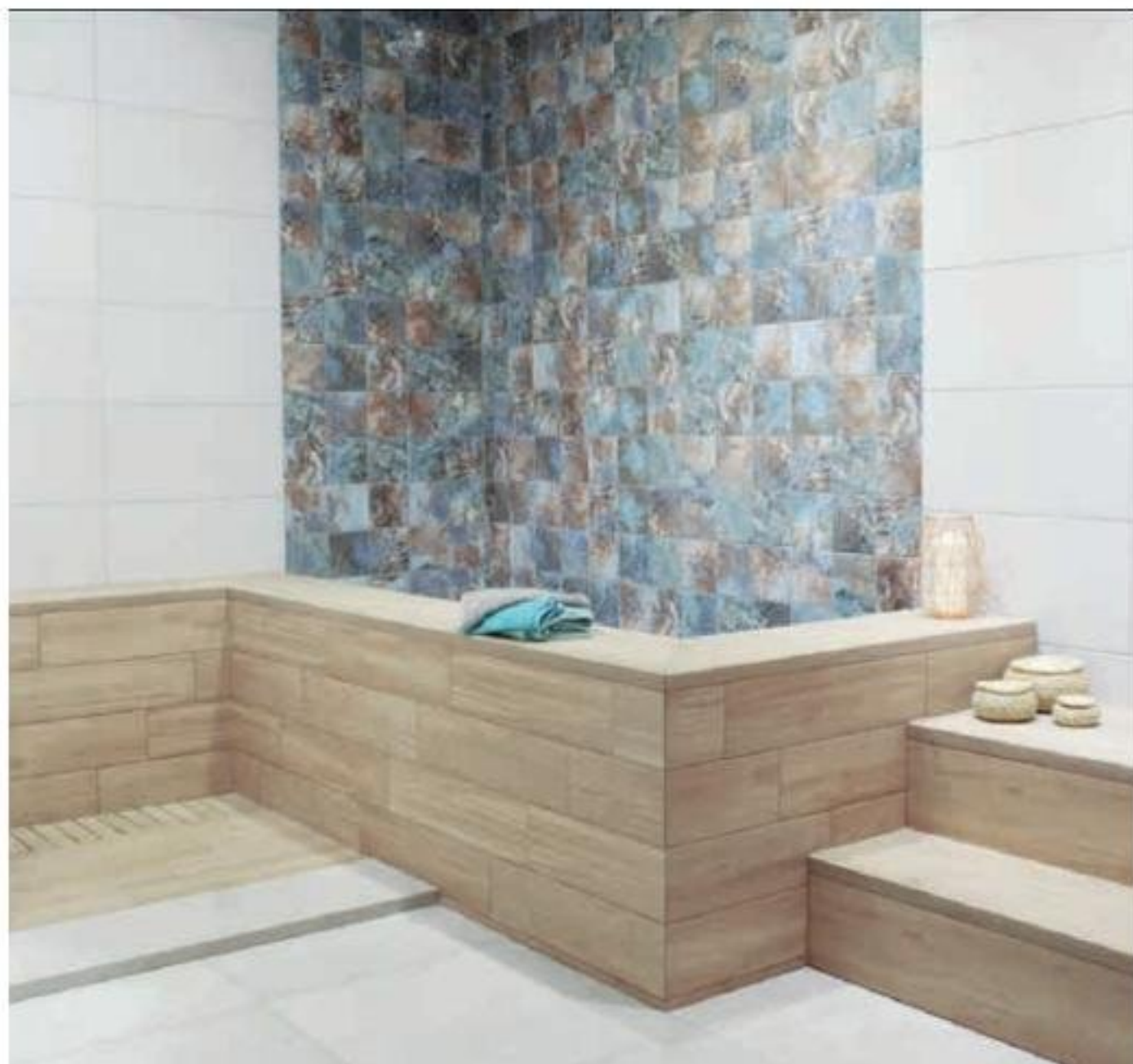
Casa Artium. Complete remodel. Torrado Arquitectura. Ceramic by Venis. Photo: Amador Toril.

SHOWROOM // LATEST TRENDS



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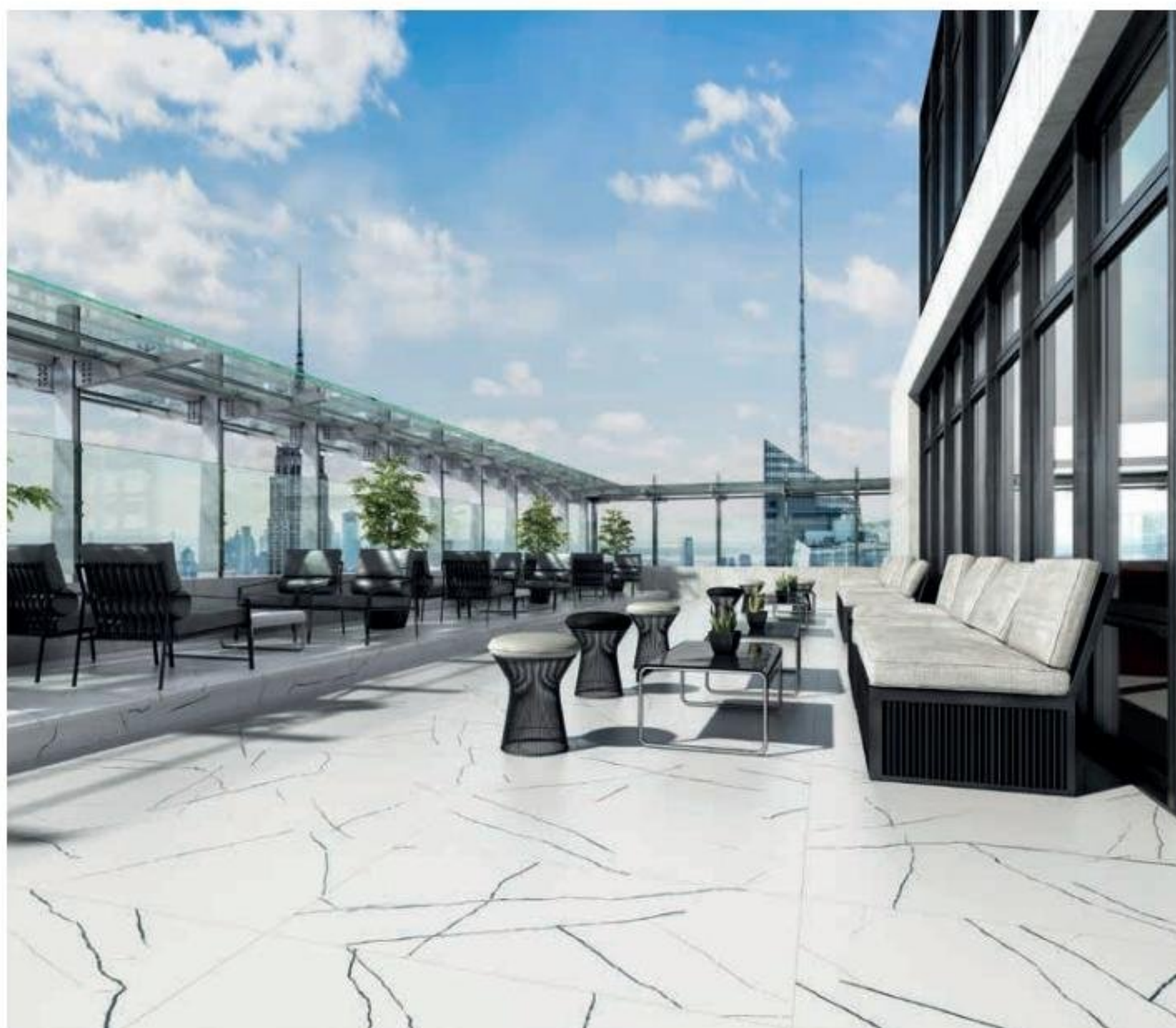
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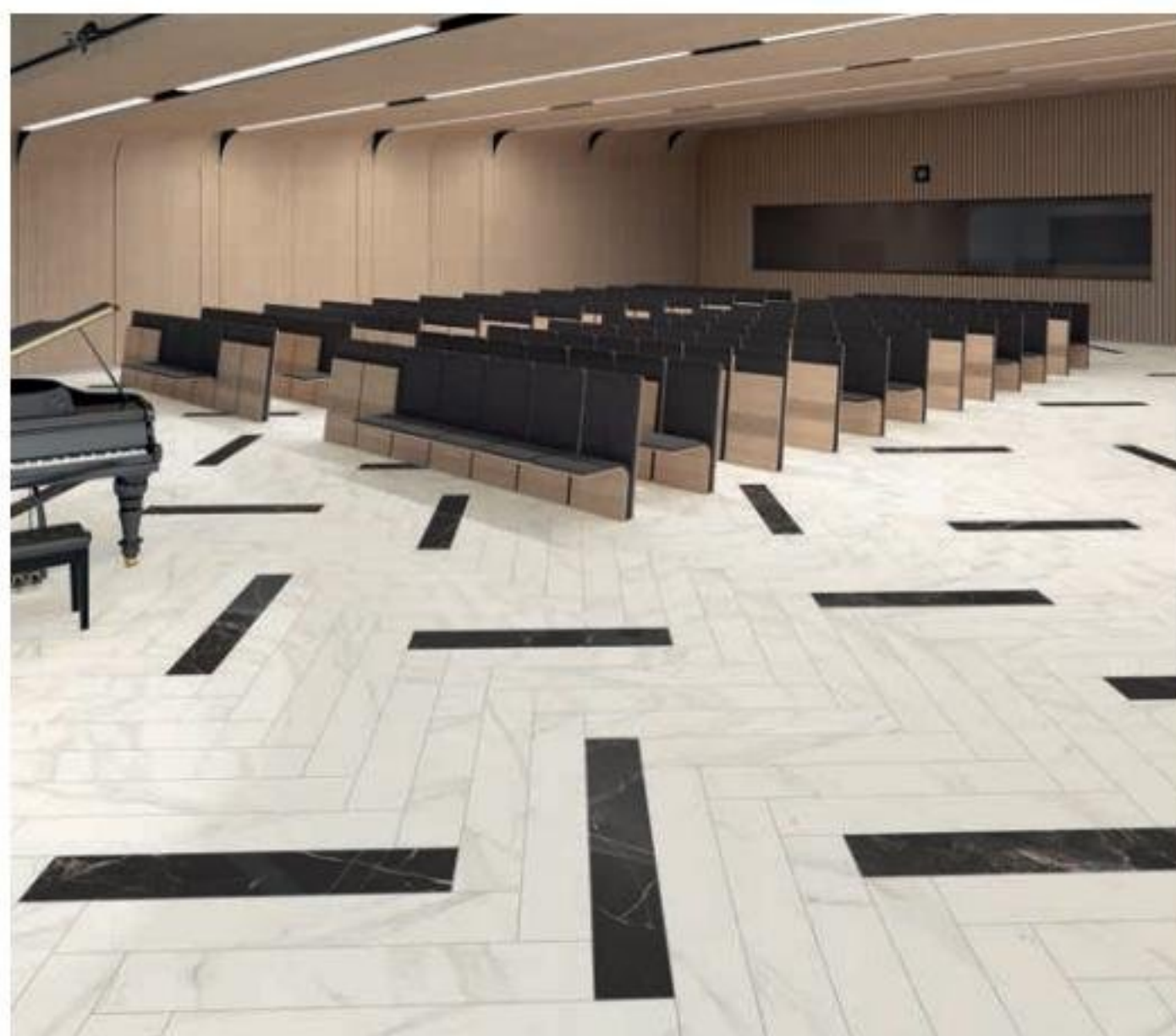
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TILE OF SPAIN NEWS

EDUCATING SPECIFIERS ABOUT CERAMIC

As part of its strategy to introduce Spanish ceramic tiles to different marketplaces, Tile of Spain organizes a multitude of educational seminars targeted at specifiers and distributors.

What these sessions aim to do is introduce the Spanish sector's latest innovations to architecture, interior design and construction professionals. Before the summer break, workshops were held in Italy, during the Rome stage of the Edilportale Tour, in Paris in June, in collaboration with AVivre and at the RIBA in London in July. Tile of Spain has lined up two seminars to take place in Germany after the August break – one in Berlin on September 12 and another in Stuttgart on October 24. Two seminars are also planned to take place in the Russian Federation between October and November; one in the Volga region, the second in a city still to be confirmed. The French city of Lyon will be hosting a workshop for architects in early November, and sessions are also planned for Liverpool, Canada and the United States ■

TILE OF SPAIN AT THE WORLD'S TRADE FAIRS

75% of the Spanish ceramic floor and wall tile industry's turnover comes from exports. Spanish manufacturers' calendars are brimming with trade fairs and other events that enable them to stay in touch with the different markets. So far this year, Tile of Spain has taken part in a number of events in different parts of the world. After CEVISAMA (Valencia), it took part in Surface Design Show (United Kingdom), Coverings (United States) and Made Expo (Italy), as well as the MosBuild and ArchMoscow fairs in Russia. After the summer holidays, companies will be picking up their trade fair schedule again, exhibiting at Maison Objet Paris (France, September 6-10), 100% Design London (United Kingdom, September 18-21) and Cersaie Bologna (Italy, September 23-27) ■



At COVERINGS, the Tile of Spain stand served as an information point and also hosted the traditional press conference on Spain's tile industry and the trends in design for 2019-2020. A number of lectures were given, too, designed to introduce the visiting audience to the fair to some of the most advanced technologies in ceramic and to the design trends being seen on the Spanish exhibitors' stands.

SPANISH CERAMIC PROMOTED TO RUSSIAN FEDERATION ARCHITECTS



Specifiers (architects and interior designers) are one of the main audiences targeted by Tile of Spain's promotional initiatives.

Over the last few months, Tile of Spain has upped its level of activity in the Russian Marketplace, targeting professional specifiers. As well as its participation in MosBuild and ArchMoscow trade fairs, the association also staged a competition titled SHOW TILE. Organized in collaboration with ICEX and the Economic and Commercial Office of Spain in Moscow. The competition promoted the search for creative and innovative solutions that make optimum use of ceramic's versatility and main attributes.

Sales to the Russian Federation reached 15.4 million euros in the first quarter of 2019, bringing this market back onto the list of Tile of Spain's top ten export destinations ■

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Tile of Spain Awards

Deadline
24 October
2019

Architecture

Interior design

Prizes

Architecture: 17.000 €

Interior design: 17.000 €

Degree project: 5.000 €

tileofspainawards.com

Eighteen edition

Jury

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