

CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

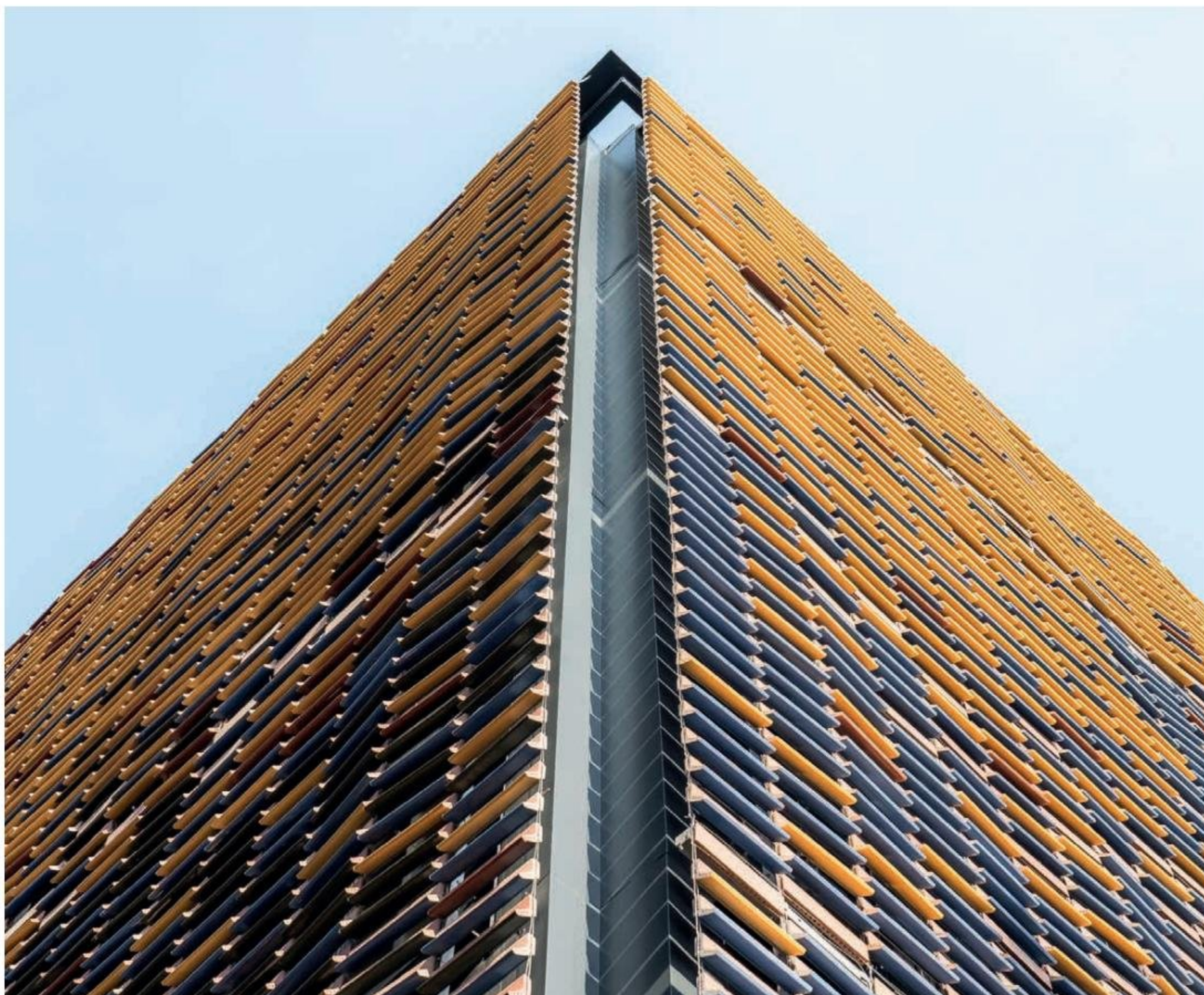
CERAMIC WOOD

CERAMIC WORK SPACES

CEVISAMA 2020

18TH TILE OF SPAIN AWARDS WINNERS

44



Editorial

Co-working, co-living

According to the Review of Trends in Interiors for 2019/20 (Observatory of Trends in Interiors) one of the most prominent trends in the new ways of occupying spaces is "Life is co-", which is characterized by a demand for functional, versatile products that provide solutions to changing needs. One of these is the need for modular and multi-functional products that can be used in offices and that remain useful over time as the space is transformed into an apartment.

The versatility of ceramic has a lot to offer this trend, as the same material can be used throughout every space without hampering any subsequent change to the way they are used. This year's prize-winning projects demonstrate how ceramic affords solutions to a broad range of different spaces, from a complete façade for a building that provides comfort in terms of heat and light, to a bus station waiting room where a single tile has solved a multitude of challenges and is even a deterrent to vandalism, to a retail outlet for a well-known brand of footwear where the whole layout of the shop can be changed in moments thanks to the ingenious system used.

In conclusion, it is clear that ceramic, with its high specifications, low maintenance requirements and diversity of formats and finishes is ideal for the new-style living and work spaces. It is, most definitely, a safe choice ■

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FRONT COVER PHOTO: SANTA CREU I
SANT PAU HOSPITAL RESEARCH CENTRE.
WINNER, 2019 CERAMIC TILE AWARDS.
PHOTO: ALDO AMORETTI.

CERAMIC WOOD

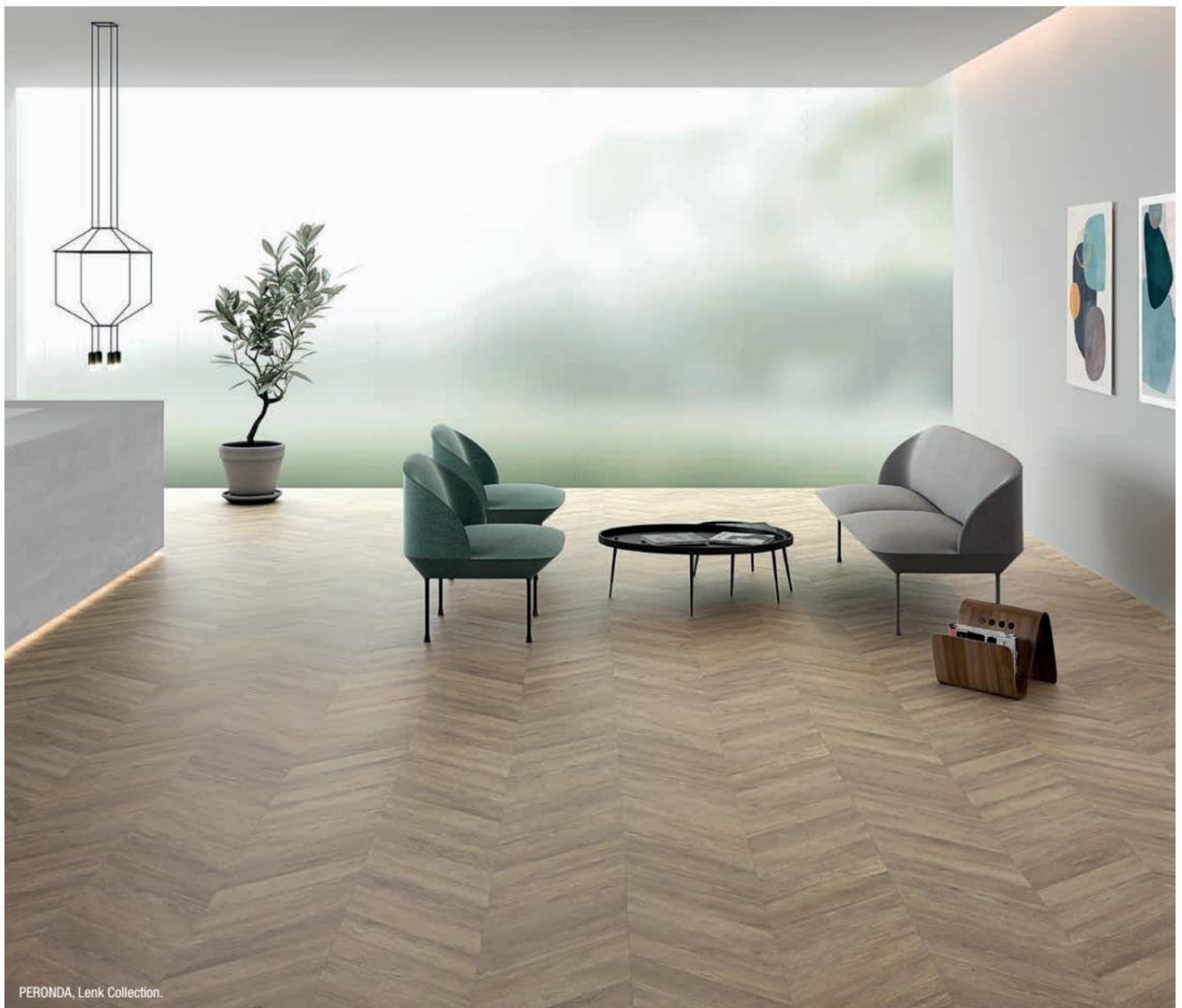
Fashion designer Stella McCartney recently launched a collection of “skin-free skin” clothes, vegan restaurants are serving “vegetable meat” and ceramic tile manufacturers’ catalogs now feature a vast range of “ceramic wood”... As the British designer says, “you are not offering an alternative, you are creating a great new product.”



Nature is a never-ending source of creativity, inspiring a timeless trend that is constantly evolving. Interior design and décor are forever seeking new formulae for reinterpreting designs based on natural materials that are suited to spaces of all kinds and styles. Ceramic is very much a part of this practice. The manufacturing processes and quality materials used mean that they can be made in a multitude of geometric shapes and to replicate endless types of stone and wood. They are also being made

in a greater range of combinations of materials, delivering stunning results. At recent décor and ceramic trade fairs it has been evident that ceramic wood is still a major line for manufacturers, who are also developing new shapes that offer additional creative potential. Combining different materials opens the door to new effects that can be amazingly rich in color. The mix of cement and wood and impossible insertions of marble open the way to very fine aesthetic outcomes.

Conjure up nature in its pure state through ceramic inspired by untreated wood or exotic wood without having to cut down a single tree.



PERONDA, Lenk Collection.

Ceramic reinterpretations of materials found in nature make it possible for designers to achieve high levels of originality, through an infinite number of different formats, colors and installation patterns.

WHY IS CERAMIC WOOD A GREAT IDEA?

Ceramic requires hardly any maintenance, is extremely easy to clean, resistant to damp and odors, fire-resistant, safe and does not change with the passage of time.

Thanks to its strength and durability, ceramic wood is a fantastic solution to enjoy the charm of wood and be able to use it in wet areas, for example: bathrooms and kitchens and high transit areas like entrances and foyers where parquet could get damaged. The new anti-slip finishes also make ceramic wood suitable for outdoor use: terraces, patios, and swimming pool decks.

SUITED TO ALL STYLES

Ceramic tile manufacturers' catalogs offer an extensive variety of ceramic wood of different types in an infinite range of styles and formats. From designs that display a distinct Nordic influence, with light-colored woods, to vintage-look and distressed wood, industrial styles, burnt wood, sophisticated marquetry effect flooring, exotic wood and even colored wood.

Achieve a greater sense of continuity in your home by using the same ceramic parquet throughout, even in wet areas and those that need more cleaning and stain resistance, such as the kitchen.

As to formats, these range from mosaic-sized pieces to large format strips that can even be used as worktops or in furniture. Between these two extremes lies a whole world of sizes and formats: slats, hexagons, rhombuses, squares, rectangles etc.



OSET, Saler Series, 15x90 Wood Collection. (6" X 35")



VITACER, Arkwood Smooth&Grip Series, Wood Collection.



BESTILE, Atlas Hexa Series, Hexa Addiction Collection.

THE BONUS OF WARMTH

One of the most widely held opinions regarding ceramic flooring is that it is not perceived to be warm. Did you know that, because it is a great conductor of heat, ceramic is in fact one of the most recommended materials to use with underfloor heating systems? What this means is that during the coldest months of the year people can enjoy a ceramic floor that, combined with underfloor heating, provides thermal comfort. Equally, walking over a cool ceramic floor during the hotter months is a delight.

Underfloor heating systems are becoming increasingly popular as they have been proven to afford greater thermal comfort and also require lower temperatures (and therefore use less energy) to achieve those levels of comfort. Thermal comfort is when the person feels neither hot nor cold and there is balance, in other words when the humidity, temperature and movement of air are right for the kind of activity we are undertaking, be that relaxing at home, working in the office or walking barefoot through a changing room.

It has been proven that ceramic flooring performs best as it has a better thermal conductivity coefficient. Its greater density also gives it greater thermal suspension. If on top of this you add in that it can be installed in any room of the house, then ceramic is clearly your best choice ■



ALAPLANA, Elice Slipstop Series, Wood Collection.



GRESPLANIA, Floor tiles by Larix, Vista series.



MAYOLICA, ArtWood Series, Porcelánico Collection



IBERO PORCELANICO, Artwood Series.



EQUIPE CERÁMICAS, Woodland Series-Collection.

The 38th CEVISAMA Trade Show takes place from February 3-7, 2020 at the Feria Valencia exhibition center. This edition will be highlighting the Spanish ceramic tile and bathroom manufacturing industry's commitment to design and will support Valencia's designation as World Design Capital, 2022.

CEVISAMA: INTERNATIONAL CERAMIC

CEVISAMA, the leading fair for the Spanish ceramic tile manufacturing industry, is getting ready for what is set to be a record edition. The organizers are hoping to achieve visitor numbers in excess of the 91,000 who came last year and that included 20,000 foreign visitors, already well ahead of the previous year. The fair will be spread across nine halls in total, offering 100,000m² (329,000 square feet) of exhibition space. Almost all of the companies that make up Spain's ceramic tile industry will be returning again, to showcase interesting innovations targeted at both their domestic market customers and the visitors who flock to Valencia from all over the world.

ASCER-Tile of Spain will once again be making its free, CEVISAMA app available. The highly practical app features full information on all the Spanish exhibitors including contact details, news, stand location and much more.

CEVISAMA is also focusing on activities aimed at specifiers this year and has put a program together for the Architecture Forum that includes speakers who are currently major international figures, such as Bjarke Ingels.

Other parallel events have also been scheduled to take place during the fair, comprising a week-long program that will make it a must-attend event for the top manufacturers, distributors, architects, designers, interior designers and property developers from all over the world.

Tile of Spain-ASCER, on their part, will be hosting its traditional international press conference, during which it will present an advance of the figures for 2019 as well as outlining the design trends and main innovations to have emerged from the Spanish tile industry. The press conference will also host the award ceremony for the 18th Ceramic in Architecture and Interior Design and Degree Project competitions.

As part of the drive to boost the Spanish ceramic tile industry's global presence, Tile of Spain and ICEX Spain Trade and Investment are jointly inviting more than 100 journalists from prestigious architecture, interior design and ceramic tile magazines from around the world to visit the fair as guests.

PROGRAM OF EVENTS

CEVISAMA has scheduled a number of events and activities that aim to add value to every visitor's experience and are targeted at specifiers. These include:

Trans-hitos: a display of architectural and design projects centered on the use of ceramic tile as an expressive and a construction material. This year's slogan for the show, Identity, has been chosen to prompt people to reflect upon the architectural use of ceramic tiles worldwide from the 18th century onwards, the tiles we know today as traditional ceramic tiles. Ceramic as a universal lynchpin that draws cultures and technology together, providing a functional, attractive material that has left its footprint on the history of art and architecture.

The winning entry in the Transhitos 2020 competition, "Pop", by Belén Illarise, looks at the potential for using ceramic tiles as the basis for creating a certain atmosphere in a room. "Tiles are always laid tightly together but could be opened up to allow anything you could think of through, so that the space could be perceived in a totally different way."

Foro de Arquitectura y Diseño: lectures given by internationally acclaimed speakers from the worlds of architecture, interior design and industrial design. This year's speakers include renown architects Thom Mayne (Pritzker 2005), RCR Arquitectes (Pritzker 2017), Benedetta Tagliabue, Belinda Tato, Antón García-Abril (RIBA Charles Jencks Award 2019), Barozzi Veiga (Premio Mies 2015) and, of course, Bjarke Ingels.

Alfa de Oro Awards: the Spanish Ceramic and Glass Society (SECV) gives this award in recognition of excellence in research, development and innovation undertaken by companies and that have contributed to the development of Spain's ceramic tile manufacturing industry.

International Ceramic Tile Design Competition: an incentive for students of design, fine arts, architecture and engineering everywhere in the world to demonstrate their creativity.

Stand Design Competition: recognizes and rewards CEVISAMA 2020 exhibitors' efforts to create attractive stand interiors. The judging criteria consist of a set of values that include, most notably, Ephemeral Architecture, which aims to create the best possible temporary showcase for a product in the context of a trade fair ■



This year's architecture show, Trans-Hitos, is being sub-titled 'Identity'. The image shows the "House of Cards" display at the 2019 show.

18TH ASCER CERAMIC TILE AWARDS WINNERS

A jury comprised of architects Jacob van Rijs (chairman), Inês Lobo, Eugeni Bach, David Lorente, Héctor Ruiz Velázquez, Tomoko Sakamoto and Ramón Monfort have awarded first prize in the architecture category to the Hospital Santa Creu i Sant Pau Research Centre, in Barcelona. The winning entry in the interior design category is a bus station waiting room in Badajoz.

Hospital de la Santa Creu i Sant Pau Research Center,
in Barcelona.





Waiting room at the bus station in Villanueva de la Serena (Badajoz), Interior Design category winner. Design by José María Sánchez García. Photo: RN Fotógrafos.

The winners of the eighteenth Ceramic Tile in Architecture and Interior Design awards were selected on 20th November, at ASCER's headquarters. The jury decided to award first prize in the architecture category to the Research Center at the Hospital de la Santa Creu i Sant Pau in Barcelona, by PICHarchitects_Pich-Aguilera and 2BMFG Arquitectes, whose use of permeable ceramic tiles right around the building seeks to make it blend in completely with the surrounding architecture. First prize for interior design went to the waiting room by the bays of a bus station in Villanueva de la Serena (Badajoz), by architect José María Sánchez García. In this project, the use of a single material – ceramic – resolved all the challenges inherent in cladding a public space. The jury decided to award special mentions in both categories.

In the Degree Projects Category, the jury awarded one first prize and two special mentions. First prize went to "Memento Mori. The presence of absence" by Óscar Cruz García of the Advanced School of Architecture of Madrid.



Hospital de la Santa Creu i Sant Pau Research Center in Barcelona. Photo: Aldo Amoretti.

ARCHITECTURE

The winning project in the architecture category was the "Hospital de la Santa Creu i Sant Pau Research Center in Barcelona" by PICHarchitects_Pich-Aguilera and 2BMFG Arquitectes.

What won the jury over was the innovative use of ceramic in the context in which it has been used, blending in with part of its surroundings. The façade is a permeable ceramic skin that provides a visual link between the inside and the outside of the building while at the same time giving it a chameleon-like nature so that it blends in with its external surroundings.

Special mentions, architecture:

"Courtyard of the Brave and New Parents' Room" by Elisa Valero. The jury was impressed by the unexpected way in which a commonly used tile has been installed to reimagine a small octagonal building. Local references, delivered through materials and

shape, are key to this project, which has been rendered with considerable ingenuity and economy of means.

“Tivoli Building. Conversion into 22 homes, a shop and parking spaces” by Martín Lejárraga Oficina de Arquitectura. What struck the jury with this project was the strategy of using contrasts to renovate a building. The strategy involved using ceramic tile as a key element to solidify the marriage of existing products and new construction. The color and shape of the tiles brings the entire structure together, both inside and out.

INTERIOR DESIGN

First prize in the Interior Design category was awarded to **“Waiting room by the platform of a bus station”** by José María Sánchez García.

The jury valued the balance between elegance and the way in which the project delivered its solution, by designing a single ceramic tile. Detail, geometry, construction and shape were conceived as one in this project, from the smallest scale model to the end user’s perspective.

The jury also awarded two special mentions in the interior design category, to: **“Vallirana 47”** by Vora Arquitectura and **“Camper Paseo de Gràcia”** by KKAA.

What impressed the jury about the Vallirana 47 building is its palimpsest-style conception, in other words that it adds one more layer to a property dating back to the 20s, playing with the materials and colors of the different cera-



The Courtyard of the Brave (Seville) by Elisa Valero, special mention, Architecture. Photo: Fernando Alda.



Using a single material – ceramic – can resolve all the challenges that can arise in a public space. Photo: RN Fotógrafos.

mic bodies. The play of shapes and the contrast with the new layout are the silent heroes of this delicate undertaking.

With the Camper shop in Barcelona’s Paseo de Gràcia, by KKAA (Kengo Kuma / Javier Villar Ruiz), the jury particularly liked the versatility of a ceramic tile that is the main feature of the retail space and is both the vehicle for displaying the product and a decorative element in its own right.

DEGREE PROJECTS PRIZE

Last, the Ceramic Tile Awards include a category designed to recognize the best Degree

Project undertaken by a student at a School of Architecture, where ceramic tile plays a significant part in the overall design.

The jury decided to award first prize in the Degree Projects category of this latest competition to **“Memento Mori. The presence of absence”**, by Óscar Cruz García of the Advanced School of Architecture of Madrid (ETSAM).

The jury highlighted the maturity and sensitivity of a beautifully illustrated project that reflected profound feelings.

Care in the detail is the common thread throughout a sequence of spaces where



The Tivoli building in Cartagena, by architect Martín Lejárraga, special mention, Architecture. Photo: David Frutos.



Renovation of the “Vallirana 47” housing block, special mention, Interior Design. Photo: Adrià Goula.



The Camper shop on Paseo de Gracia, special mention, Interior Design. Photo: Imagen Subliminal.



Memento Mori. Winner, Degree Projects Category (DPC).

nature, materials and atmospheres all merge into one.

The jury awarded two special mentions: “Dance School”, by Alexey Agarkov of the Moscow Architecture School (MARCH School) and “Barcelona fabrica” (“Barcelona manufactures”), by Felipe Sancho Cervera of the ETSAB.

THE JURY: THE KEY TO SUCCESS

The Ceramic Tile Awards came of age this year and their story thus far has been brilliant. They are a set of accolades that are well-established now in the world of archi-

itecture and one of the keys to their success has been the high standing of the jury members who have judged the entries over the years. This year’s jury was chaired by Jacob van Rijs, founding partner of MVRDV. Headquartered in Rotterdam (The Netherlands), MVRDV is a global practice that delivers solutions to contemporary architectural and urban challenges all over the world. The rest of the jury was comprised by: Portuguese architect Inês Lobo; Eugeni Bach (Anna & Eugeni Bach); David Lorente (HARQUITECTES); specialist architectural publisher Tomoko Sakamoto; Puerto Rico-born architect Héctor Ruiz Velázquez and Castellón-based architect Ramón Monfort.

The purpose of the Ceramic Tile Awards is to promote and support the use of Spanish ceramic tiles in architectural and interior design projects both within Spain and beyond its borders. The Awards are sponsored by Endesa, the Port Authority of Valencia, CESCE and Weber Saint-Gobain.

The Ceramic Tile Awards are gifted with a prize fund of 39,000 euros and are divided into three categories. The prize fund for the two main categories, architecture and interior design, is 17,000 euros each, with 5,000 euros being set aside for the Degree Projects category, which is open to students of architecture ■



A moment during the jury’s deliberations at ASCER Headquarters.

REINVENTING (OR DOING AWAY WITH) THE OFFICE

Architectural office design is a powerful tool that transcends the barrier of what is merely aesthetic and works in tandem with other concepts such as corporate image, functionality and environmental sustainability.



Ikerlan offices. Project by KANPOoto Omar Ulacia, architects. Livingceramics.

As the “rationality” of modern architecture gradually gave way to more experimental forms in the 1960s, so, too, did the architect’s understanding of a productive workspace, which translated into the creation of more flexible spaces and furniture. Nonetheless, workstations laid out grid-style and hierarchical offices were commonplace until just a few years ago.

With the new century, technology providers such as Facebook, Google and Apple marked a turning point in work systems and methods. Doing away with barriers of communication and facilitating the flow of ideas, fostering creativity and striving to be one step ahead of the market are key aspects of a contemporary office. Today the head offices of these companies, which are un-

questionably successful businesses, are in buildings designed by prestigious international architects such as Norman Foster, who designed the circular Apple Park, Canadian Frank Gehry, who designed the Facebook Campus, and Danish architect Bjarke Ingels, who was behind the Google offices project in London. These new workspaces facilitate communication between workers, do away



Comisura Dental Clinic by Pablo Muñoz Paya Arquitectos. Large format cladding. Techlam by Levantina. Photo: Miguel Ángel Cabrera Luengo.



Gunni-Trentino headquarters. Ventilated facade with tiles by Inalco. Mendoza+Simal architects. Photo: Javier Bravo.

Ceramic is one of the most prevalent materials in office buildings because it is resistant to high traffic, remains unchanged over time, is easy to clean and is fire resistant.

with divisions and create more horizontal organizations that deliver greater productivity and an improved sense of wellbeing.

All of these new, revolutionary projects by major companies share one common denominator consonant with their business values and philosophy: they put sustainability ahead of all else as the way to improve their employees' quality of life and, thereby, the company's production. The choice of environmentally friendly materials, facilities and construction systems are the cornerstones of new, successful companies. In line with this, ceramic is one of the most prevalent finishes in this type of build because it is resistant to high traffic, able to remain unchanged over time, is easy to clean and is fire resistant. Ceramic is an exceptional thermal conductor for underfloor heating, where there are interior or exterior walls more exposed to damp and even for decorative wall coverings. It is commonly used on facades



Office with floor by Inalco, Iseo collections, Storm and Touché iTOP.



Waiting area in office building, tiles by AB, Halden lapado series, Metal collection.



Office building entrance hall in Budapest, with large format, Medusa series floor tiles by Coverlam.



Entrance and reception desk with tiles by Azulev, Expression series, Xlam collection.



Workspace with modular floor by Roca, Tailor series, Concretes collection.



Office with flooring by Porcelánicos HDC, Onesize 59 series, Onesize collection.

of corporate headquarters where ventilated facades are installed as the most efficient covering. Nor should it be forgotten that ceramic is a material that emits no toxic particles into the atmosphere at all, even at high temperatures, making offices where work is continuous more pleasant spaces, with air that is healthier to breathe.

Every company is different of course, with different needs and a different way of operating, but as a whole workers appreciate large, clean, bright spaces that are environmentally friendly. A space designed in

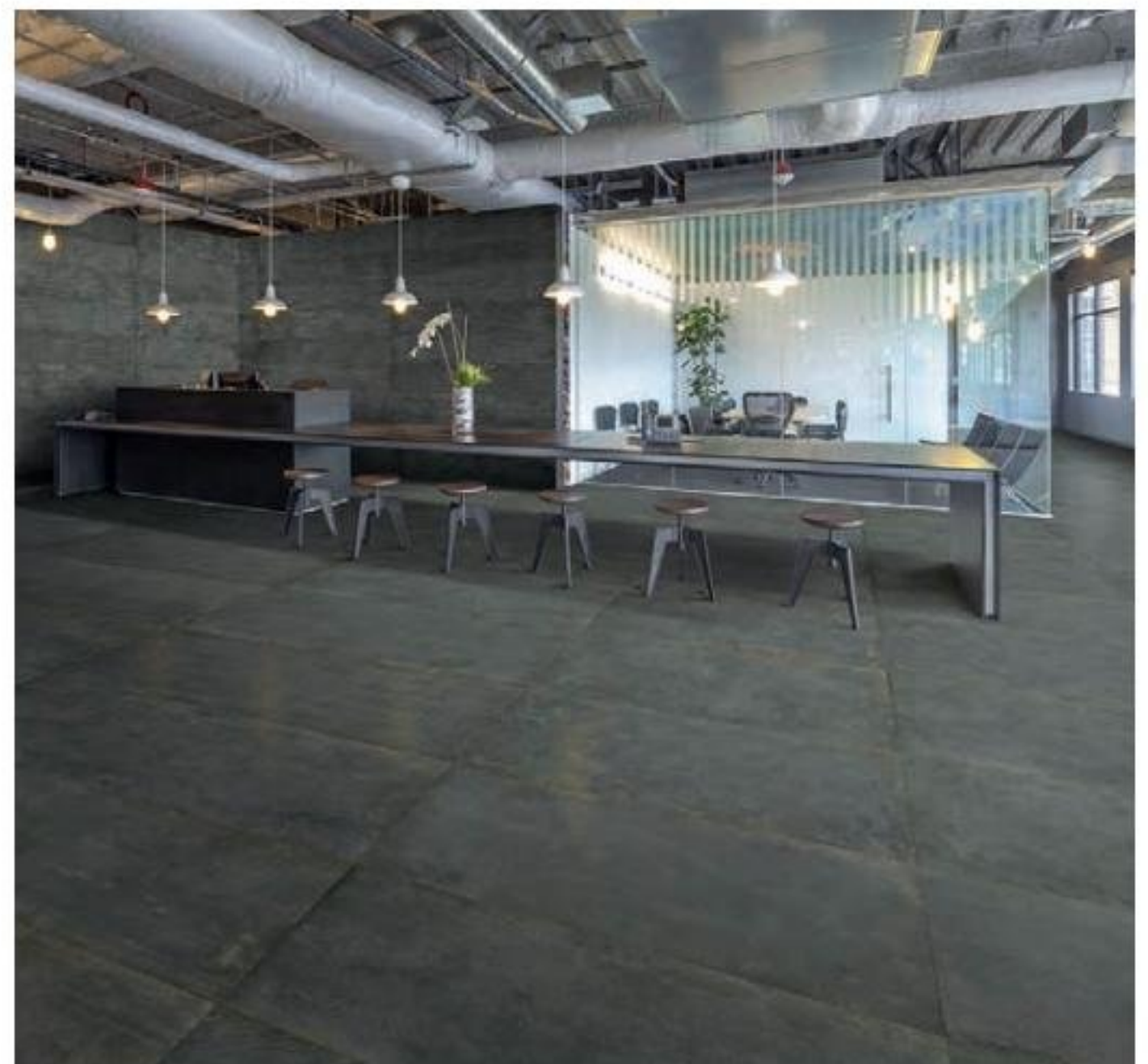
Ceramic is a material that emits no toxic particles into the atmosphere at all, even at high temperatures, meaning that offices that are occupied all the time are more pleasant spaces, with air that is healthier to breathe.

line with the company's needs and that also fulfils a series of sustainable values will help create favorable working conditions that contribute to both the employees' and the building's efficiency.

The new professionals choose to join companies that invest in their corporate social responsibility, giving meaning to their work that goes beyond profits. Companies that invest in wellbeing and sustainability manage to create an identity that generates a sense of commitment and belonging that is highly valued today ■

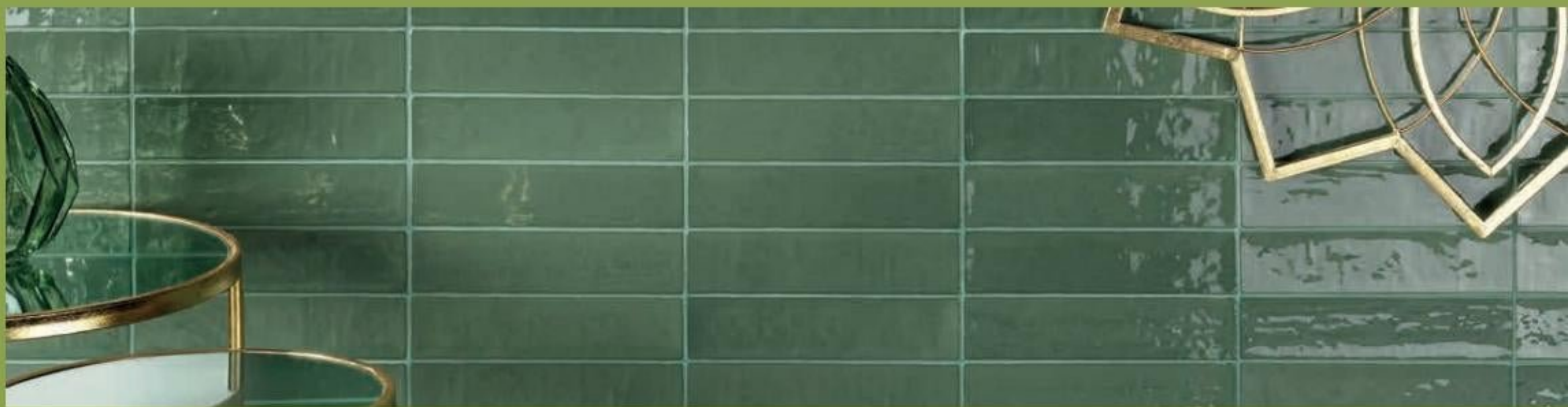


Entrance to the Chartered Institute of Veterinary Surgeons in Pontevedra, with ceramic tiles by Argenta. Santos Mera architects. Photo: Luis Díaz Díaz.



Communal and meetings area in industrial offices. Ceramic tiles by Metropol, Track series-collection.

SHOWROOM // LATEST TRENDS



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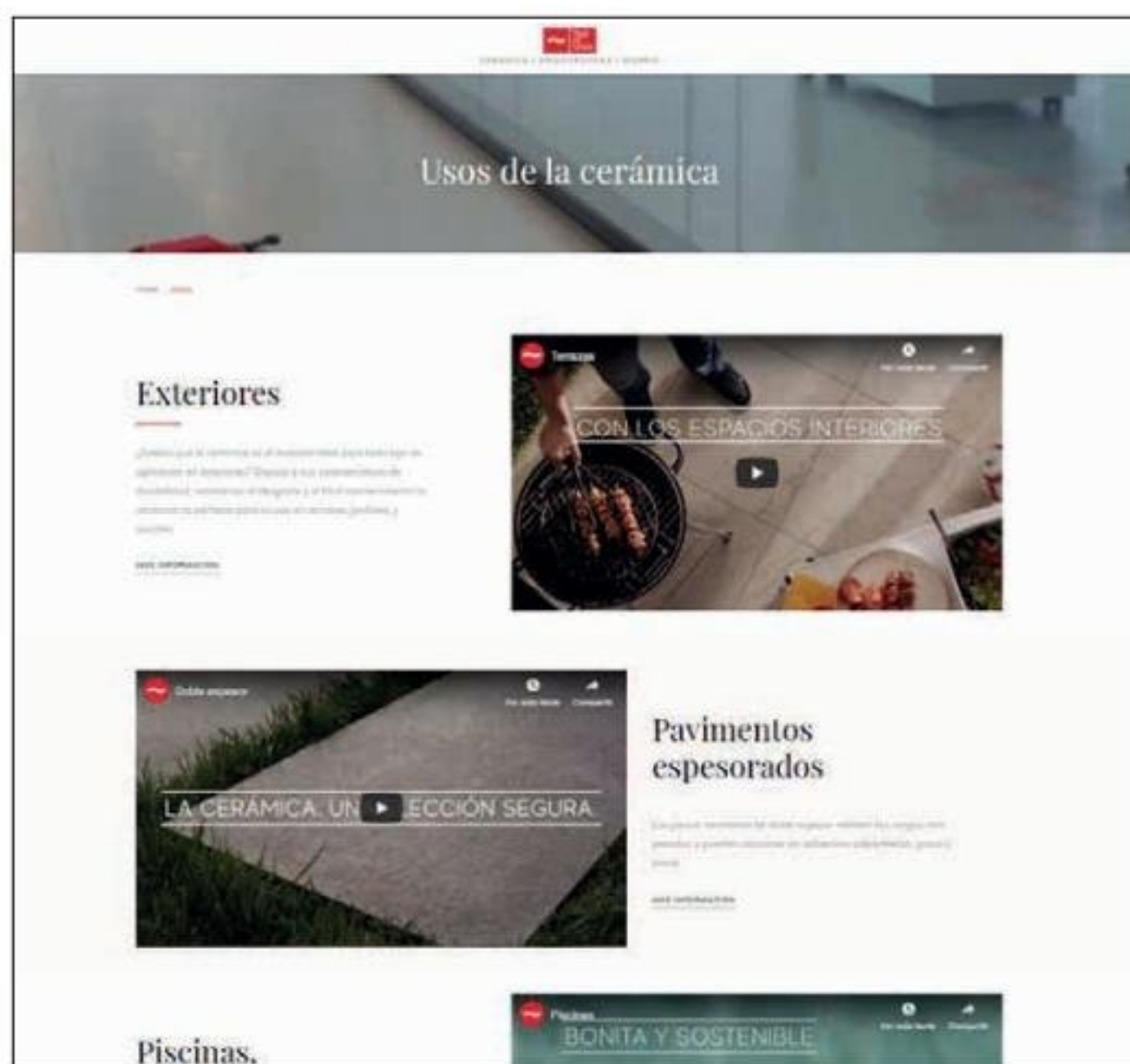
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NEWS FROM TILE OF SPAIN

EDUCATING ARCHITECTURE AND DESIGN PROFESSIONALS

Raising awareness of innovation in ceramic tiles and educating professional specifiers (architects, interior designers and designers) are two of Tile of Spain's main objectives. To this end we organize seminars on a regular basis for industry professionals that include lectures by eminent professionals and presentations by manufacturers who introduce their latest products and share solutions with attendees.

The most recent seminars took place in: Chicago, New York and Miami (USA); Düsseldorf, Stuttgart and Frankfurt (Germany); Novosibirsk and Kaliningrad (Russian Federation) and in Lyon (France).



CERAMIC. A SAFE CHOICE

As part of the extension of the "Ceramic. A safe choice" campaign, new videos have been made that review the different uses for ceramic tiles: interior décor, swimming pools, facades, technical floors, terraces, underfloor heating etc.

Full information on the campaign and the videos can be found at: www.tileofspain.com/info

TILE OF SPAIN AROUND THE WORLD



Because our ceramic tiles are sold all over the world, Tile of Spain member companies are constantly travelling, in pursuit of reaching the greatest possible number of prospective customers and showing them their latest products. Tile of Spain has to this end taken part in several trade fairs in the last few months: Maison Objet (Paris), 100% Design (London) and Cersaie (Bologna).

There is always something happening and over the next few months our members will be exhibiting at a number of fairs: Cevisama (Valencia, February 3-7), Surface Design Show (London, February 11-13), Mosbuild (Moscow, March 31st. to April 3rd.) and Coverings (New Orleans, April 20-23), amongst others ■

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beautiful

