

CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

BALCONIES AND TERRACES: APPRECIATING ASSETS

CHOOSE CERAMIC FOR SAFETY

HEALTHCARE SECTOR ARCHITECTURE

THE HYPAR TOWER

45





* This issue of Ceraspaña has been put together entirely from home. Employees from Tile of Spain member companies have also been involved, sending in news from their homes.

Editorial

The New Normal

This issue of Ceraspaña has, as you would expect, been marked by the pandemic that has devastated the population of the world indiscriminately. The health crisis caused by COVID-19 is of an unprecedented magnitude and its consequences and the way in which citizens have fought against the spread of the virus have left us with a new scenario in which social distancing, intermittent lockdowns and the strictest hygiene practices are central features.

Trade fairs as we knew them will take time to come back again, making it essential for companies to upgrade their digital presence and sharpen their wits to be able to best show off their products and stay in touch with their target audiences. Coverings Connected gave us a first insight and has shown the way to go.

All the experts in the world of interiors and architecture agree on how important it is to re-think the spaces we live in and spend time together. It has become more important for homes to have small spaces where you can connect with the outside and take in some fresh air (balconies, terraces, patios, gardens etc.) and to also have a space that can be set up for remote working. In public venues, hygiene and disinfecting requirements are now many times greater, while it will be essential for them to offer multi-functional, flexible spaces.

As we indicated in the "Ceramic. A safe choice" campaign, ceramic materials offer benefits in terms of hygiene and being easy to clean, safe underfoot, durable etc. that are hard to find in other covering materials. In fact, ceramic is used in sectors such as clinics and laboratories the world over, where extremely high standards of hygiene are mandatory.

In this new paradigm, ceramic has a lot to offer, with solutions for all kinds of spaces while ensuring safety and wellbeing ■

#encasaconcerámica

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CERAMIC, A SAFE CHOICE

COVER PHOTO: THE HYPAR TOWER,
ON DISPLAY AT TRANS-HITOS 2020.
PHOTO: HOYOYO VISUAL LAB.

APPRECIATING ASSETS CERAMIC BALCONIES, TERRACES AND GARDENS

One of the consequences of the so-called “Great Lockdown” was how important some spaces became which until now were used sporadically. Those who owned a home with a garden, terrace or even a small balcony were suddenly the envy of the neighborhood. In Spain, as in other countries, the balcony became the place where our social lives unfolded, at the chosen hour of 8 o’clock in the evening.



AZTECA, Stoneage 120 Series Stoneage Collection.

Terraces, balconies and gardens played a central role during the COVID-19 crisis, becoming the most highly valued spaces in the home. We have re-assessed the purpose of these spaces and re-designed them in our minds so that, in times to come, we can adapt them to our needs and make the best

Even the smallest spaces can bring the pleasure of contact with the outside. We suggest using the same floor tiles inside and out to achieve an effect of continuity and enhance the sense of space.



SMALL SIZE, Pierre Collection.



DUNE, Sintra model Saudade Series Piccola Collection.



PORCELANOSA GRUPO, Starwood Vancouver Sand Series 25x150 cm. (10x40").

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of them. Ceramic cladding and flooring are the best choices to bear in mind when the time comes to re-design these spaces.

The versatility of ceramic means that a garden or patio can be turned into an extension of a home's interior. Its technical properties make it one of the most durable materials and one that best withstands the passage of time, even in adverse weather conditions,

If you have enough space on your terrace or in your garden to set up a dining table and chairs, we would recommend using ceramic floor and wall tiles to both define the area and differentiate it from the rest of the space. This will create a more inviting, pleasant atmosphere while making it more practical and easier to clean.



CERACASA, Origin Series-Collection.



APARICI, Corten Series-Collection.



EL MOLINO, Temple Collection.



TERRAKLINKER-GRES DE BREDA, Antica Collection.



KERABEN, Rue de Paris Series-Collection.



ROCERSA, Valley Series-Collection.

as it is totally resistant to the rain, the sun, sudden temperature changes and even frost.

Regardless of the size of this area in the home, ceramic tile manufacturers feature an infinite number of collections in their catalogs that are suitable for use outdoors and

offer the required anti-slip properties. From traditional and rustic-look styles to more contemporary inspirations that fit in with the other aspects of an urban residence.

Ceramic provides intelligent, simple solutions and works on building surfaces and

elements such as staircases, handrails, swimming pool decks, etc. Even double-thickness tiles can be installed that do not require any fixing materials and can be laid over sod, sand or gravel. Ceramic floor tiles can therefore make the most of our outdoor spaces both functionally and aesthetically ■



PAMESA CERÁMICA, Duplocem Series Universe Collection.





The Trans-Hitos exhibition once again displayed new applications for architectural ceramic.

HYPAR TOWER

At the last edition of CEVISAMA, the space created by researchers at the Harvard GSD within the Trans-Hitos: Identidad exhibition explored the structural capability of extruded ceramic.

The “Hypar Tower” project undertaken by the Materials Processes and Systems (MaP+S) Group at the Harvard Graduate School of Design, with which ASCER’s Network of Ceramic Studies Departments collaborates, explored the structural capabilities of slender ceramic extrusions – a product generally used for exterior cladding and rain and sun screens.

Structural applications are emerging as new uses for ceramic elements, challenging the traditional perception of ceramic as a non-structural surface finish, just a skin. Post-tensioning the ceramic used in the project increased the material’s structural capabilities, generating new design opportunities, including the possibility of producing self-supporting structures such as arches, cantilevers and long spans.



The tiles used were standard industrially produced pieces.

The “Hypar Tower” consisted of 24 ceramic struts arranged in such a way that they create two pairs of hyperbolic paraboloids or ‘hypars’, one on top of the other, reaching a height of 6m. (20 feet). The 24 struts were fabricated from 104 hollow ceramic extrusions, measuring up to 0.9m (3 feet) in length and 250mm x 60mm (10”X 2”) in section. Each strut was post-tensioned in order to control the flexion stresses and improve strength. The uprights are held in place by means of three laser-cut metal plates.

The project team developed a computational approach to generate the structure’s geometry, discretize the shape into individual components and accommodate for assembly tolerances. This digital workflow enabled the project team to quickly adjust assembly tolerances and component dimensions during the design and prototyping phase ■

CHOOSE CERAMIC FOR SAFETY

Never before had we been so aware of the importance of hygiene as during the COVID-19 pandemic. The new cleaning and disinfecting habits are doubtless here to stay and concepts such as ease of cleaning and hygiene will be prioritized when it comes to choosing materials.

As the slogan for the ASCER and Confin-
dustria Cerámica advertising campaign
launched in early 2019 claims: ceramic is a
safe choice. The statement will be even more
significant from now on. Ceramic coverings
are safe, do not release any noxious substan-

ces, do not burn, do not grow mold or bacte-
ria, are easy to clean and are resistant to the
use of aggressive chemical detergents. It is
these features that have traditionally made
ceramic tiles the covering of choice for kit-
chens and bathrooms the world over. These

requirements for sterility and hygiene now
apply equally to every room in the home,
to public spaces, shops, hotels, communal
outdoor areas, etc. All of these are spaces
for which ceramic offers long-lasting, safe,
design and building solutions.



MYR CERÁMICA, Serene Modelos Series. Walls: Serene white. Floor: Serene graphite.



ARCANA, Komi Series.

A NEW CRITERIA

When the current health crisis is overcome, the concern about a possible second wave of infection and future pandemics will push safety and hygiene as a priority when acquiring products or hiring services. When designing

Ceramic is a material that has traditionally been used in spaces that require higher standards of cleanliness and hygiene.

spaces, architects and interior designers will need to adapt their designs to the new order, where social distancing rules will prevail and the most favored materials will be those that provide the most in terms of health and safety. Consumers will be far more cautious in regards to hygiene and the scales will tip in



CERÁMICA MAYOR, Stromboli Light Series, Stromboli Collection.

favor of spaces that deliver the highest levels of cleanliness and disinfection.

Ceramic can play a key part in this new criteria. Ceramic coverings ensure a maximum degree of hygiene and are in fact utilized in sectors where the requirement is for an extremely high degree of cleanliness, even in areas such as operating rooms and laboratories where it is vital that the environment be sterile.

The low porosity of ceramic means that it does not absorb dirt and is suitable for use in spaces where cleanliness is a must. This in turn means that it offers more benefits than any other material such as carpet, parquet, marble and even vinyl.

Although it has been demonstrated that viruses live for a certain amount of time on almost all surfaces, the good news is that ceramic materials are by their very nature highly resistant to the chemical agents that are recommended for disinfecting it. Sodium hypochlorite, or bleach, which is the most common disinfectant, is a strong oxidant that damages some surfaces, such as carpets. It is however perfectly able to be used for cleaning ceramic floor and wall tiles.

In a further step in the hygiene stakes, some companies in the ceramic tile manufacturing group are working on specific formulations for glazes that will help eradicate viruses from surfaces. Some tests are already under way where photo-catalytic materials and biocides have been added to ceramic, enabling any virus that lands on it to be eradicated within minutes, spontaneously and without having to use any disinfectants ■



EL MOLINO, Austin Collection.



TOGAMA, Matt Sixties Series.

CERAMIC, SUPPORTING THE NEW REALITY. HEALTHCARE SECTOR ARCHITECTURE

Just as the second decade of the 21st century has drawn to a close, the world has been dealt a huge blow. We are facing something unknown that has involved a learning process and adaptation to a new scenario. This pandemic has forced us to learn from our mistakes and consolidate ideas that were on the horizon before the evil Covid touched us all.



We have learned to change our habits and, similarly, we need to adopt behaviors that involve as little contact between people as possible and deliver the highest levels of hygiene in both our public and our private spaces. We now prioritize wearing a face mask, social distancing and cleaning, disinfecting and sterilizing everything we touch with the simple, obvious aim of minimizing potential infection.

It is not difficult to work out which materials are the most suited to this day-to-day reality where we expect to cover our homes and all the other spaces we occupy – be they offices, hotels, restaurants or bars – with care and with our health a priority. These materials will not just have to be easy to clean but will also have to deliver the versatility that will enable us to feel we are in an inviting environment. If there is one material that can offer that complete package, it is ceramic, which is also environmentally friendly as the manufacturing process has a low impact on the environment and the material itself is totally recyclable.

Healthcare spaces such as hospitals, health centers and other facilities warrant special attention as they are designed for use by the public and will need to provide an optimum response to the new demands and requirements in order to deliver the necessary levels of safety to protect our health. As well as new and more

Below, PORCELANOSA. Constitución Veterinary Hospital and Clinic in Valencia by Dobleese. Spa&Branding. Photograph by Fandi. Liston Oxford Ceramic, Natural, 31.6x90 cm. (12.5X35,5") + Ródano Ceramic, Taupe, 59.6x59.6 cm. (23X23") + Krion® Lux 1100 East.



ROSA GRES, UFV multi-sports center. Alberto Campo Baez Architects. Runner-up in the 2018 Ceramic Tile Awards. Photograph by Javier Callejas.



GRES ARAGÓN, Research center at the Hospital de la Santa Creu i Sant Pau, Barcelona - ventilated facades Series Faveker Collection.

It is not difficult to work out which materials are the most suited to this day-to-day reality where we need to cover our homes and all the other spaces we occupy, be it offices, hotels, restaurants or bars.

technology-led organizational systems in these facilities – both public and private – surfaces will need to be aseptic, safe, resistant to wear and tear, strong and easy to keep clean. These features now take precedence more than ever over other interests. On the other hand, it should be remembered that these spaces

are designed for and to heal us. The experts are pointing out that as well as these technical properties, elements that promote the creation of an environment that is conducive to healing, such as providing natural light and creating spaces that project a sense of warmth, calmness and serenity, is equally important.



GRES ARAGÓN, Illueca Municipal Health Center- ventilated facades Series Faveker Collection.



PORCELANOSA, Ulster Hospital Belfast - Ceilán Marfil Series Ston-Ker Collection.

And this is where Spain's ceramic tile manufacturers, known collectively under the umbrella brand Tile of Spain, are relentlessly pursuing new challenges. Thanks to their commitment to research and innovation, they have for years been bringing solutions to market that represent advances in the possibilities that wall coverings can offer. Double-thickness porcelain tiles and technical porcelain, which come with high chemical and mechanical resistance, high anti-slip ratings and require minimal maintenance, are an excellent choice for hospitals, laboratories, clinics, and sectors where cleanliness and strength are prime concerns.

Other outstanding research undertaken by Spanish ceramic tile manufacturers includes the development of specific glazes that enhance ceramic's hygiene properties by incorporating biocides or photocatalysts that could eventually even disinfect surfaces spontaneously and without external agents.

One clear example of this kind of innovation has come from the Keraben group, which has launched Lifeker Plus+, a new ceramic finish with advanced technology that efficiently repels the growth of bacteria. Lifeker Plus+ has been developed in association with Microban® and provides the ceramic with an addi-

Healthcare spaces such as hospitals, health centers and other facilities warrant special attention as they are designed for use by the public and will need to provide an optimum response to the new demands and requirements in order to deliver the necessary levels of safety to protect our health.

tional level of permanent protection on top of ceramic floor tiles' inherent properties, making them the most efficient choice in environments where optimum care is key.

Along similar lines, Rosagres has developed a porcelain stoneware styled 'Biostop', a form of ceramic that prevents and inhibits the growth of pathogenic micro-organisms. Biostop contains BactiBlok, an active component that is integrated into the glaze during the manufac-

GRESPLANIA, Refurbishment of Hospital 9 de Octubre in Valencia. Porcelain floor tiles with H&CTiles bactericide coating (Hydrotect® technology). Studio: Arco Mediterraneo - Juan Carlos Carrión.



turing process. This ensures that the self-protecting properties are present for the life of the product, making it a perfect choice for environments that require maximum levels of hygiene and safety such as health centers, gyms and restaurants.

On the subject of hygiene, one outstanding technology that should be mentioned is Bioklinker applied to Aciker Plus by Gres de Aragón. This particular technology impedes the growth of micro-organisms and eliminates them, making this an ideal ceramic for facilities where, either to comply with regulations or for reasons of safety, maximum standards of hygiene are mandatory for the sake of users' health.

Innovations in Spain's ceramic tile sector do not stop at hygiene and strength. The last Alfa award handed out at Cevisama 2020 went to Argenta, which presented its innovative Spark-0 product, a conductive ceramic floor tile designed for rooms that need to keep the electrical charges that are generated during use under control. Spark-0 is a special ceramic covering system that, as a result of its specially developed composition, thickness, glaze and installation components, is classified as a semi-conductor and enables electrical charges to be dissipated into the ground.



GRES ARAGÓN, Aciker Plus Series Bioklinker Collection (antibacterial ceramic).



KERABEN Grupo Health Center. Ceramic finish: Lifeker Plus+ with Microban® technology.

Last but not least, H&CTiles, by manufacturer Grespania, is worthy of a special mention. This is another innovative product that adds elements of excellence to those that are already intrinsic to ceramic. Hydrotect® technology, which consists of applying a titanium dioxide coating to ceramic, reduces external environmental pollution and makes the ceramic material self-cleaning while furnishing it with bactericides and an agent that eliminates odors. The result is a material that is excellent for use as a covering both indoors and out. Technology, hygiene and sustainability all come together in this ceramic material, with the sole but crucial aim of creating a better environment for the whole of society.

These are strange times, although we have come to accept the strangeness and turned it into a part of us. Between us all, we are fighting valiantly, don Quixote style, but this time it is not windmills but a huge reality that has changed our day-to-day environment. It is in our hands to show that we are prepared and, as far as Spain's ceramic tile manufacturing industry is concerned, can offer solutions and alternatives that can help us deal with our new daily lives – always responsibly of course ■



PORCELANOSA, Jordá Dental Clinic - Harlem Caliza Series Ston-Ker Collection.



ROSA GRES, Biostop Series-Collection.

SHOWROOM // LATEST TRENDS



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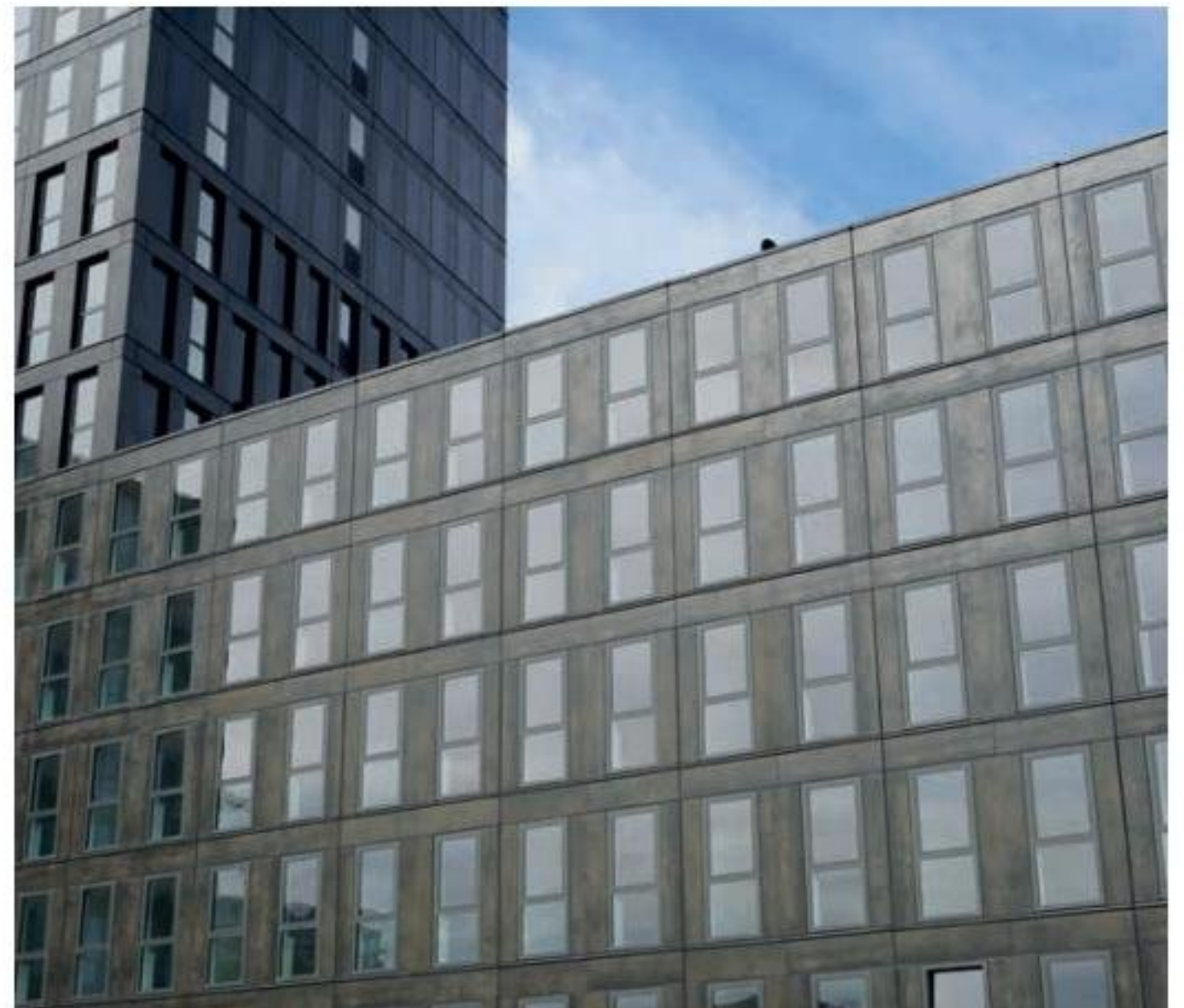
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NEWS FROM TILE OF SPAIN

CID AWARDS WITH A SPANISH FLAVOR



Little Spain Market in New York, by Capella García Arquitectura. Below, the Museum of Natural History Collections at the University of Alicante, by COR Asociados Arquitectos.



The 'Coverings Installation and Design Awards' have yet again singled out two projects that make use of Spanish ceramic tiles. In the "Commercial Tile Design – Hospitality" category, the Little Spain Market in New York, by Capella García Arquitectura was the winning design, while the Museo de las Colecciones Naturales (Natural Collections Museum) at the Universidad de Alicante, by COR Asociados Arquitectos, won the international projects category ■

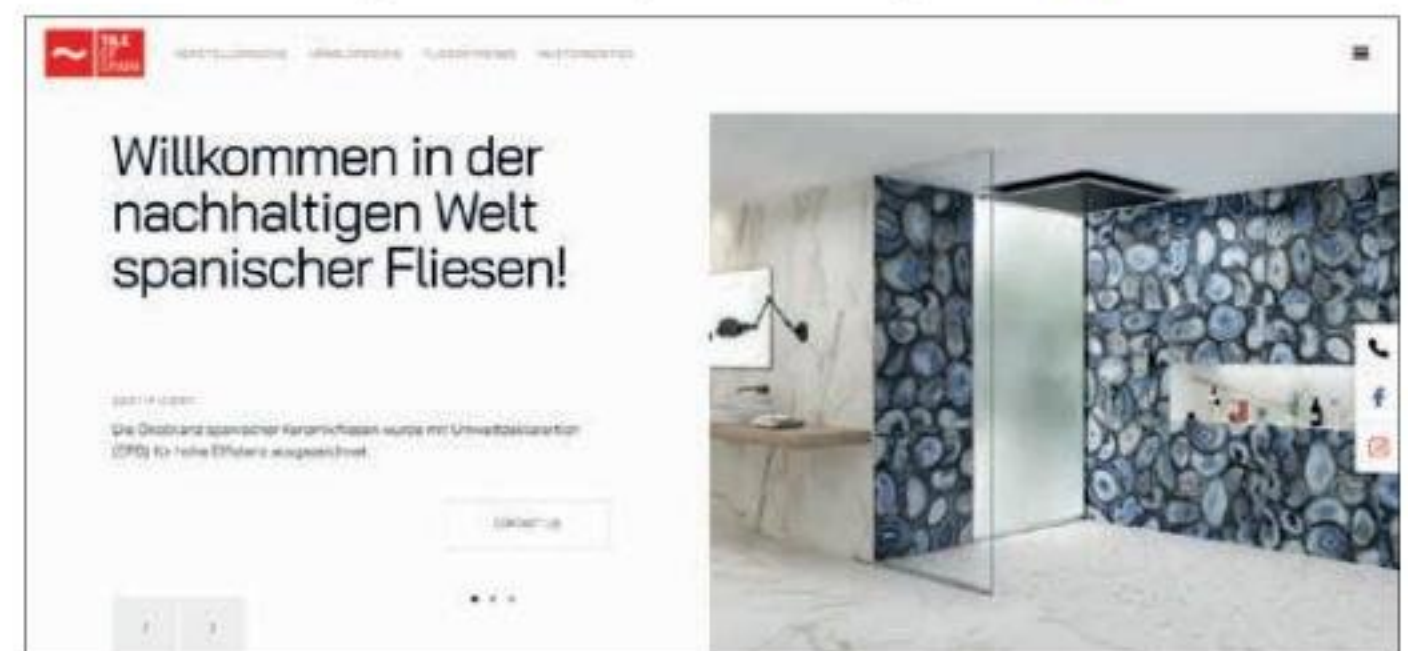
TILE OF SPAIN DIGITAL EVENTS

Because of the new reality, some of Tile of Spain's training seminars have been turned into digital events with specific content for different audiences. As a result, Tile of Spain USA has held three virtual training sessions, scheduled to coincide with Coverings Connected. The workshops, which can be viewed on Tile of Spain USA's Facebook profile, focused on: Global Tile Trends 2020, which reviewed the main trends in design; Contractors Special Facebook Watch Party, targeted at installers and centered on new formats and innovative products and lastly, the workshop titled A & D Special Facebook Watch Party was geared specifically to architects and designers. All of these sessions were led by Tile of Spain expert consultant Ryan Fasan and can be viewed on Tile of Spain USA's Facebook profile ■

NEW WEBSITES LAUNCHED IN TWO OF TILE OF SPAIN'S PRIORITY MARKETS

The websites in two of Tile of Spain's main markets, the United States of America and Germany, have recently been re-launched and are now easier to navigate. The re-design also provides a better experience and adapts so that the sites can be viewed from mobile devices. The new websites include image galleries that will serve to inspire visitors and also offer services tailored to the local market along with others devised for distributors of ceramic tiles such as Quick ship collection in the USA and a sample service in Germany.

Visit: www.tileofspainusa.com y www.tileofspain.de ■



#SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN



Did you know there are more than 100 companies manufacturing ceramic wall and floor coverings in Spain, and that their products are sold in 185 countries? We have launched a campaign on our social media profiles to introduce all the brands that are marketed under the Tile of Spain/Cerámica de España umbrella. Do follow the campaign on our Instagram and Facebook pages under the #weareTileofSpain and #somosCerámica de España hashtags ■



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