

CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

ART ON WALLS

KERÁPOLIS: CERAMIC IN THE CITY

IMPROVE YOUR SPACES WITH CERAMIC TILES

WINNERS OF THE 19th TILE OF SPAIN AWARDS

46



Editorial

Progress is all about change

We would like to open this issue of Ceraspaña by quoting a phrase from Miguel de Unamuno, used by the Spanish writer and philosopher to highlight the importance of innovation and change as driving forces behind progress. Changes continually occur and, with the pandemic, we have seen endless changes in all aspects of our lives.

In some areas, like digitalization or remote working, an existing trend has simply been hastened, triggering other changes in our way of life and in household needs. We have come to realize that our homes must be adapted to fit in with lifestyles that are no longer those of twenty or thirty years ago, calling for remodelling and refurbishment work.

New criteria now govern which places or shops we visit and, increasingly, we give priority to those with good health and safety guarantees. As a material, ceramic tiles are perfect for a myriad of different settings and applications, over and above more conventional ones. Our illustrated guide provides an overview of all the potential uses of #ceramicinyourcity, with a chapter-by-chapter review of all the benefits that ceramic wall and floor tiles offer, particularly in matters like resistance, safety, hygiene and versatility. These same benefits were also upheld in the "Ceramic. A safe choice" campaign, where different situations were wittily used to show how ceramic tiles triumph over other materials.

The versatility of ceramic tile is the outcome of constant innovations and headway by companies from the Castellón tile group. There can never be progress or improvements without moving out of our comfort zone. The winning projects in the last edition of the Tile of Spain Awards stand out for their skilful capacity to reinterpret this material, taking tiles out of their comfort zone, giving them new uses and applying them in new places.

In a nutshell, change is always necessary. Don't be afraid of it—use it to your advantage! ■

For the digital version of Ceraspaña go to: <http://library.tileofspain.com>

READER SERVICE

To subscribe to the Tile of Spain magazine and monthly newsletter, click here <https://www.ascer.es/GDPR/Suscripcion/Entrada> if you would like to receive more information about the companies featured in Ceraspaña, please contact ASCER at: ceraspana@ascer.es or visit our website: www.tileofspain.com

ISSUE 46 · 2021

EDITED BY ASCER
Spanish Ceramic
Tile Manufacturers' Association
Rda. Circunvalación, 186 · 12003 Castellón · Spain
Tel. +34 964 727 200
global@ascer.es · www.tileofspain.com
Ceraspaña is a free newsletter distributed by ASCER.

PUBLISHED
ASCER

DESIGN AND PRODUCTION
Grupo On Market



Summary

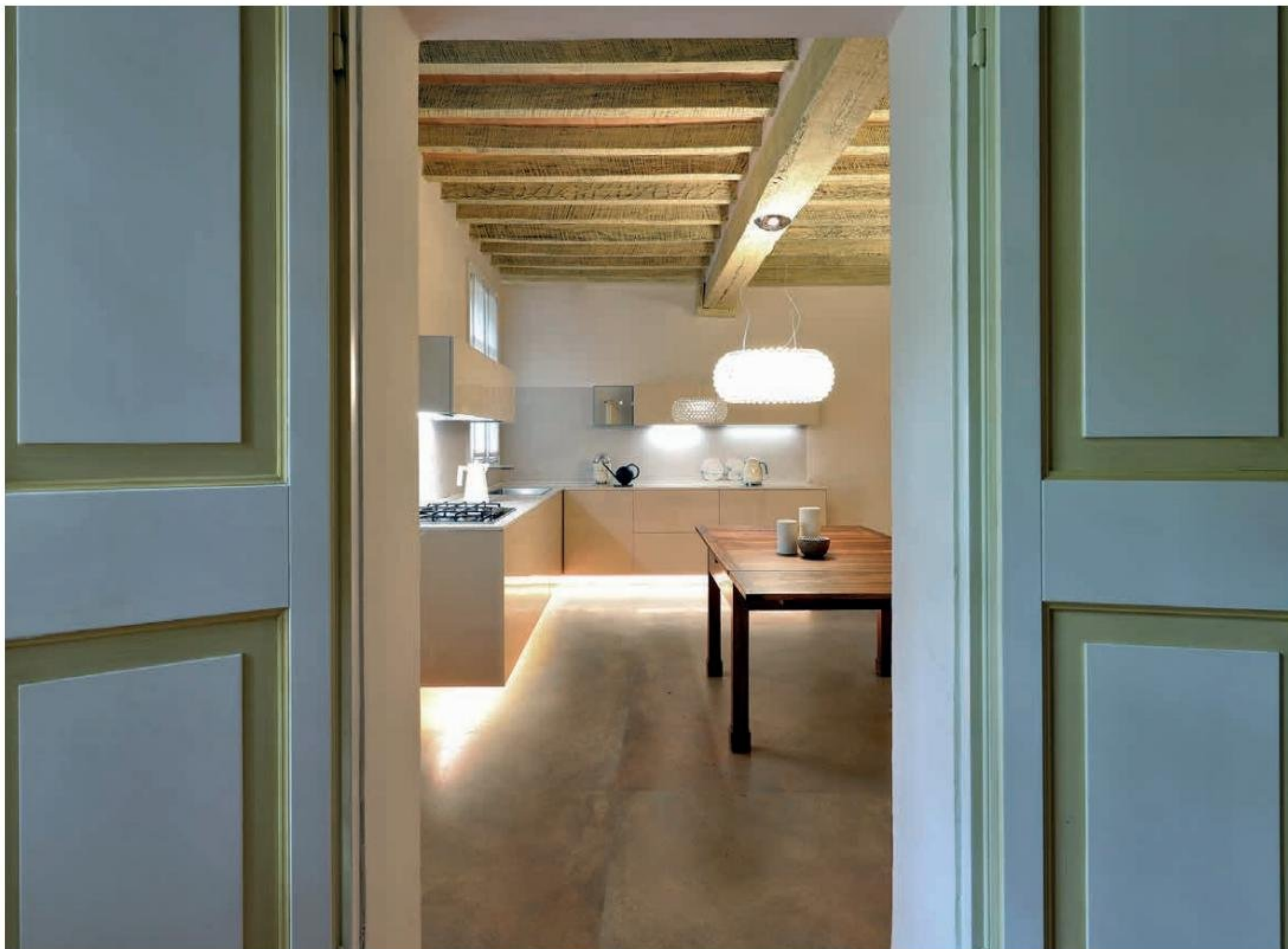
02	EDITORIAL PROGRESS IS ALL ABOUT CHANGE
03	IMPROVING AND ENHANCING LIVING SPACES WITH CERAMIC TILES
	
	METROPOL, Inspired Collection.
12	DISCOVER CERAMIC IN KERÁPOLIS
14	WINNERS OF THE 19 TH TILE OF SPAIN AWARDS
	
	La Roca Camper store by Tomás Alonso. Awarded a special mention in the interior design category. Photographs: Andrés Fraga.
21	ART INSTALLATIONS, MURALS, AND SIGNATURE PROJECTS
24	THE CAMPAIGN IN DEFENSE OF CERAMIC TILE TAKES ONE MORE STEP
27	SHOWROOM
46	TILE OF SPAIN NEWS

COVER PHOTO: "CASA TER" BY MESURA,
THE WINNER OF THE 19TH TILE OF SPAIN
AWARDS FOR ARCHITECTURE AND
INTERIOR DESIGN IN THE ARCHITECTURE
CATEGORY.
PHOTOGRAPHS: SALVA LÓPEZ & MESURA.

IMPROVING AND ENHANCING LIVING SPACES WITH CERAMIC TILES

Why opt for ceramic materials in home reform or business renovation projects?

According to the Oxford dictionary reform means: to rebuild or repair. If you continue reading, an additional meaning is “convert into another and better form; make a change for the better...”. Bingo!



A refurbishment project for a country house in Italy by Massimo Lorusso. 0.25"-thick large-format ceramic slabs by Idylium with a worn oxidized metal finish. AES Corten series, the Missori - The Metals collection (126"X63" and 102"X51" with thicknesses of 0.25" 0.50").

A year ago, our lives underwent a drastic change. One of the pandemic's main consequences was our forced reclusion in our homes, where more time than ever has been spent, learning to juggle work, family life, education, leisure, sport, and so on.

We have gone from a life spent mainly outside the home to 24 hours a day within its walls—more than sufficient time to dream up ways of improving the home's living spaces. Your wish list might well contain one or more of these ideas:

- A more spacious kitchen or an open-concept kitchen and lounge now that we have more time to cook.
- A more usable balcony or terrace, taking better advantage of the space rather than using it as an extended storeroom.
- A comfortable place to work remotely from home, with light, Wi-Fi, a desk, and an ergonomic chair to avoid backache.
- Better climate control and improved energy efficiency. Paying less for electric bills is always a good thing.

As a matter of fact, in a recent study by the Spanish Association of Ceramic Tile and Building Suppliers (Andimac), Spaniards rated the quality of life in their homes with a score of 6.8, and almost 40% of all Spanish homes fail to contribute to the wellbeing of their users.

Another consequence of the pandemic is changing priorities in the choice of materials, with precedence being given to ones that contribute to hygiene, safety, and easy disinfection. These requirements are even more necessary in public facilities like restaurants, stores, hotels, or offices.

Restaurante El Sopa (Conil de la Frontera, Cadiz). The Stow collection by Natucer (4X4") in Mix Olive, a color with shade variations, was used on the walls. Refurbishment project by architect and interior designer Ismael Virués Mera.



When tile products are used for indoor walls and floors and even for other surfaces like countertops or furniture, they offer a series of technical properties able to mitigate problems that are often overlooked, such as thermal comfort, health, the design of spaces with versatile uses, or accessibility.

Ceramic materials stand out for their inalterability, non-toxic and recyclable qualities, fire and scratch resistance. Their properties in the field of hygiene and disinfection have been more than demonstrated, given that, traditionally, ceramic tiles have always tended to be used in places where priority is given to hygiene, such as bathrooms and kitchens.

Thanks to its durability and easy care, ceramic tile helps minimize the use of energy in homes and businesses encouraging responsible usage.

The environmental benefit of using ceramic tile is another important aspect to take into account. Because they are made of natural raw materials, like water and clay, they can easily be recycled and re-used in the production cycle. They do not contain plastic and the best available technologies are used to minimize their environmental impact.

Thanks to their durability and easy care, they help to minimize the cost of energy in homes and businesses and to promote responsible energy use. A tiled floor lasts forever, and no great effort is needed to clean or care for it.

In addition to their technical properties, ceramic tiles come in such a huge variety of designs and looks that a design can always be found to suit all possible remodelling projects. If we add their amazing versatility to this, there can be no other possible choice.

During the recent months spent at home, the kitchen became a refuge for many people, allowing them to pass the time cooking or in the company of other members of the home.



Ceramic materials have been given new uses, for example as sales equipment. The photo shows a display stand at Galeries Lafayette, with ceramic cladding from the Beauté collection (project by Inscà).



El Llorenç Parc de la Mar Spa Hotel (Palma de Mallorca). Project by Magnus Ehrland. The Neri Studio and Nature series by Adex in customized colors (3X6", 3X3", 2x8", 4X8" and 6X6").

In bars and entertainment centers, ceramic coverings offer endless advantages. Blanq Hotel (Valencia), (10X10") porcelain floor tiles by Keros from the Alhambra Negro series. (Belle Epoque collection).





The Nautic Blue series by Gayafores (6.5x6.5" and 13X13").

Thanks to the low porosity of ceramics, it does not absorb surface stains, also avoiding the build-up of bacteria and germs. Ceramic coverings are also easy and simple to clean. They can be kept in tip-top condition with just water and a little detergent.

Like kitchens, bathrooms are another room in the home where cleanliness and hygiene are all important. In bathroom remodelling pro-

jects, ceramic materials are an unparalleled choice, thanks to their anti-bacterial, hygienic properties and the possibility of non-slip finish for showers and floors, which help to avoid slips and falls and other accidents.

INTEGRATING LIVING SPACES

Redesigning and uniting different areas of the home can be a good way of making optimum

use of every single foot of space. The problem with many homes is not their size, but the inefficient way the space is distributed, with certain unused areas or dead space that serves no purpose.

Another possibility is to create an open-concept kitchen-dining and living room. As well as being practical, it also provides added space when the walls are removed. If large-format



A refurbished kitchen with 2X10" Fossil-color tiles from the Farrow series by Estudio Cerámico. Project in Szczecin (Poland) designed by Karolina Zagrodzka.



Porcelánicos HDC, the Micenas series (13X26").



The refurbishment of a pharmacy, using large-format porcelain floor tiles from the Santorini series by Argos (31X31", 47X47", 31X118", 47X118", 13x31", 13x47", 6X31" and 6X47").



In this kitchen, in an Arizona home (USA), the same model was used for the walls and countertops: the Calacatta series by Kedra (59X125", 40x118 and 40X102") in thicknesses of 0.25, 0.50 and 0.75 inches. Interiors by Design Lab.



Private home in Lutsk (Ukraine), Harmony series in Lins Pumpkin and White.



The Inspired Cream (30X30") series by Metropol, with a non-slip finish on the terrace.

ceramic tiles are used for these airy spaces, visual continuity can be achieved—a useful way of creating an added sense of spaciousness. Ceramic rugs can also be created to mark out areas with differing functions.

When refurbishments are being planned, it is not only important to take into account the building work, but also other aspects, like the durability of the materials, their long-term performance, and care requirements.

RECLAIMING OUTDOOR AREAS

Over the last year, terraces have come to play a predominant role in homes. Since they were the only window onto the outside world during the lockdown, many of us have thought of renovating and redesigning our terraces to take advantage of every single square foot. Ceramic materials are perfect for refurbishing this area of the home, given their durability, resistance to wear and tear and easy care. Thanks to their multiple formats and designs, they offer a multiplicity of solutions for all outdoor areas, including façades, where they can substantially enhance their appearance and performance ■



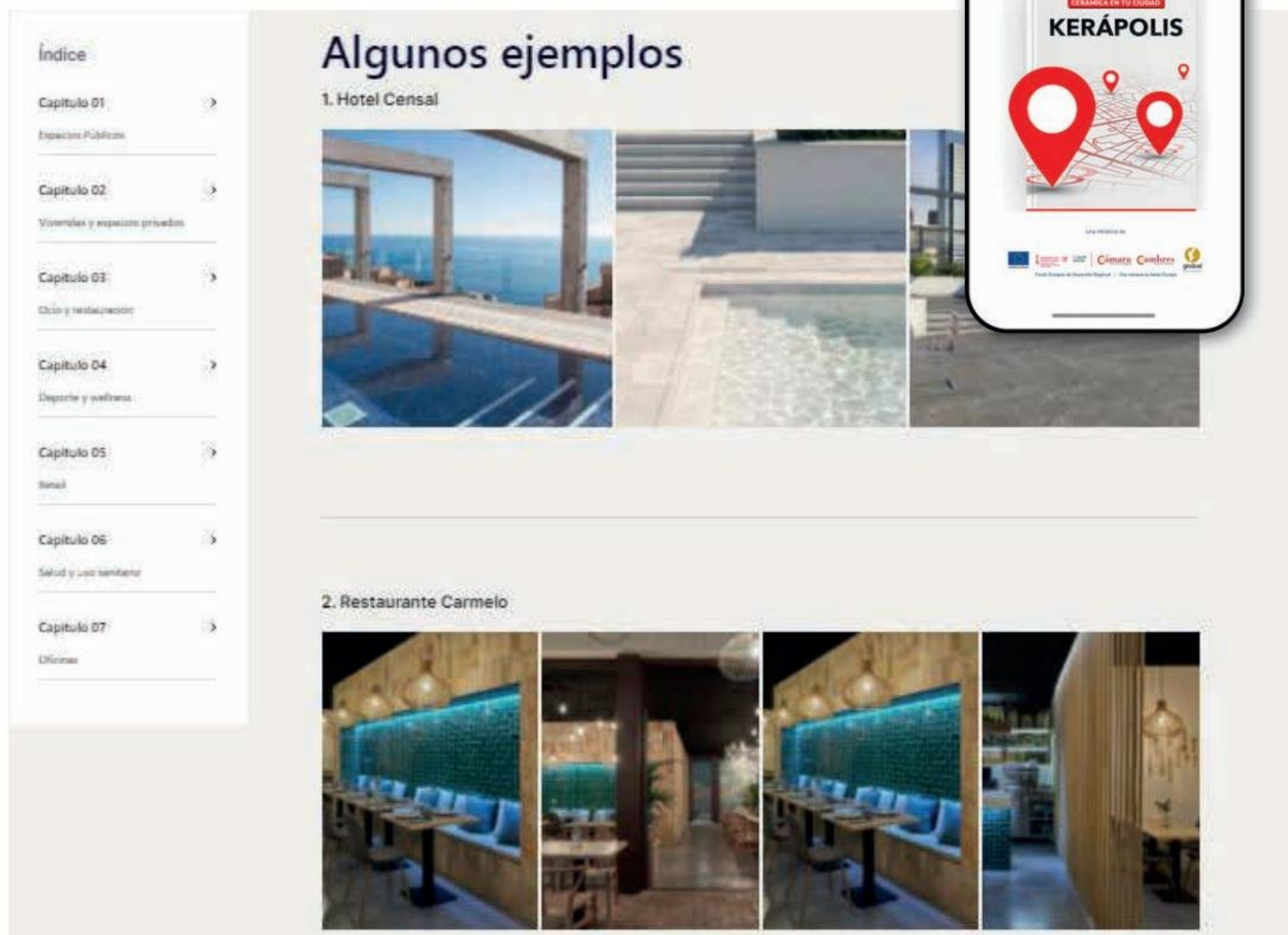
The 16X31" Iceberg and Canyon collections by Frontek, for use on façades.



The Allure series by La Platera. (24X24" and 24X48" porcelain tiles, 14X35" white body wall tiles.

DISCOVER #ceramicinyourcity WITH KERÁPOLIS

Through its seven chapters, this dynamic, highly intuitive, easy-to-browse tool highlights the benefits of using ceramic materials in cities.



If there is one material so versatile that it can offer eye-catching, practical solutions anywhere in a city, it is ceramic.

Kerápolis is a guide based on an imaginary ceramic city. Its seven chapters focus on seven types of places found in every city in the world: public spaces, homes, restaurants and entertainment venues, sports centers, retail spaces, health and wellness centers and offices, where ceramic coverings can offer all kinds of benefits.

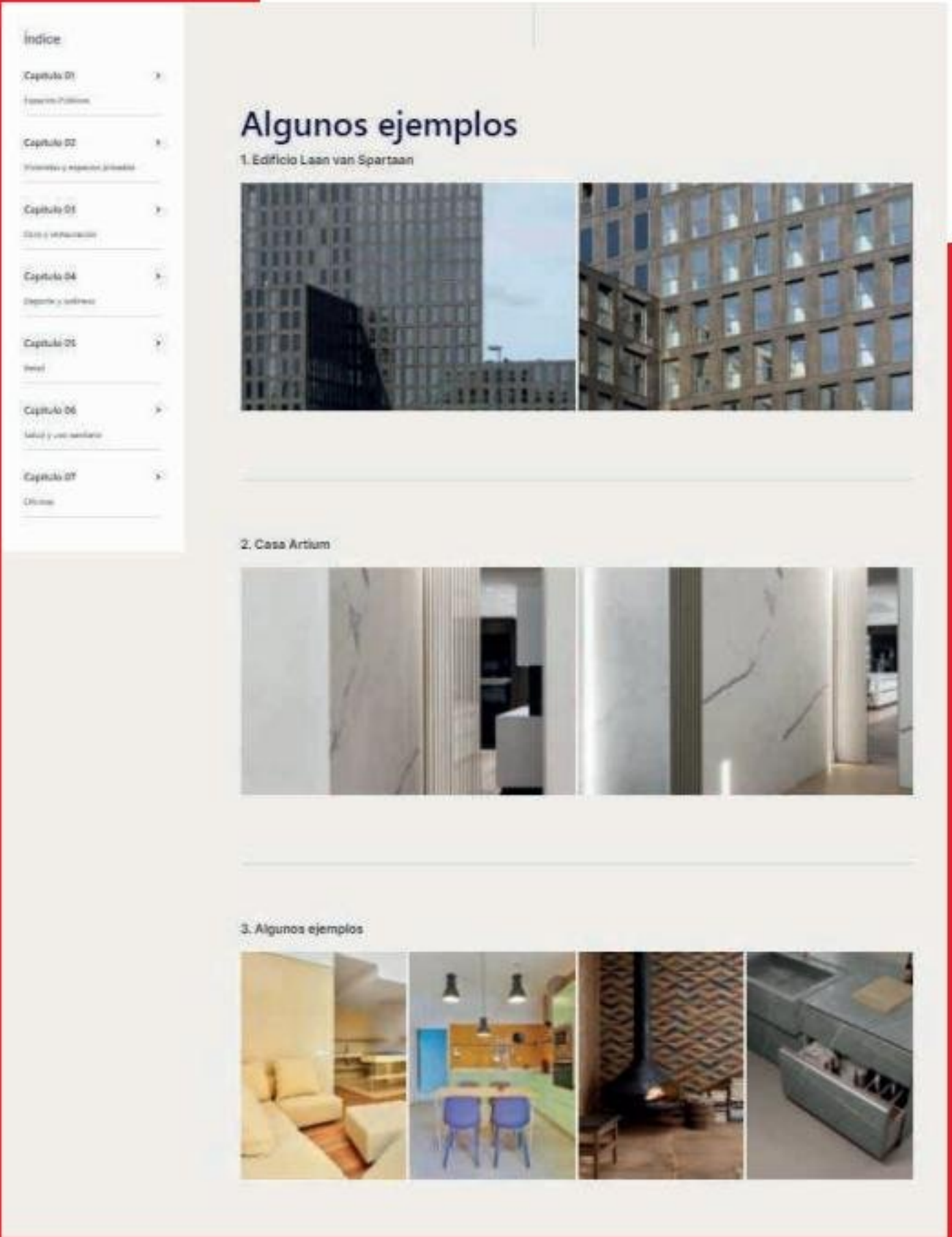
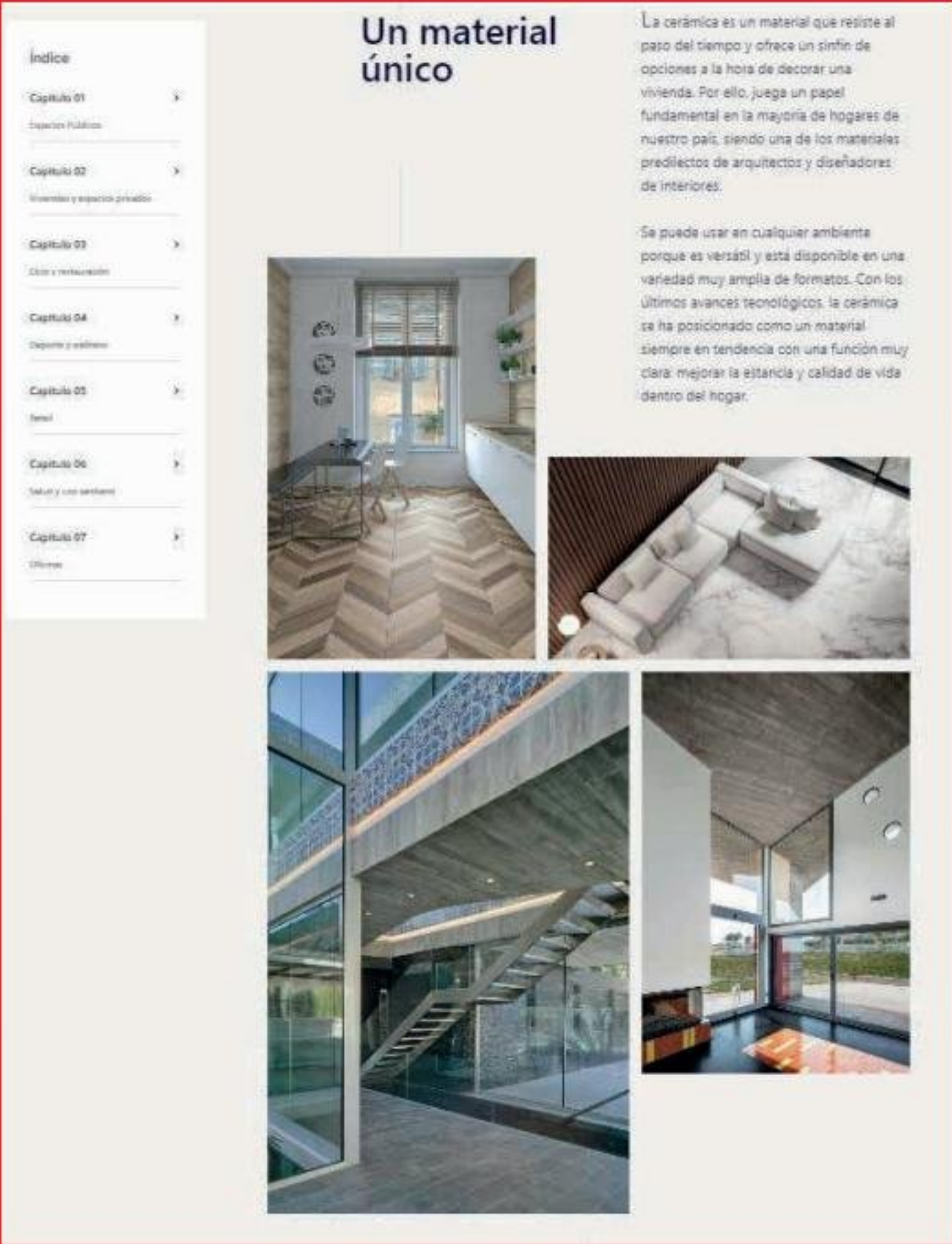
Through photos of real projects, it showcases the endless and different applications that can be given to ceramic materials, meeting a wide range of objectives: hygiene, disinfection, easy care, versatility, resistance to wear and tear, etc.



Available in Spanish, English, French, and German, <https://www.kerapolis-ceramic.com/> is specially designed to be browsed with a mobile device.

The platform's development was organized by the Castellón Chamber of Commerce, with support and co-funding from the ERDF and IVAC Internacional, and the collaboration of ASCER.

CERAMIC MATERIALS ARE A SAFE CHOICE
Ceramic materials are safe. They do not burn or release harmful substances, they do not contribute to the spread of bacteria, they are easy to clean, and they are resistant to detergents and aggressive chemicals. This is why ceramic tiles have traditionally been used in kitchens and bathrooms. Now, this need for hygiene and cleanliness has been transferred to all areas of the home, in addition to other places like public spaces, shops, hotels and communal outdoor areas. They are all places where ceramic materials can offer safe, long-lasting building solutions with strong design appeal ■



THE WINNERS OF THE 19TH ASCER TILE OF SPAIN AWARDS

The jury, made up of architects Kengo Kuma/Javier Villar Ruiz (KKAA), Izaskun Chinchilla, Jordi Ayala/Jonathan Arnabat (Arquitectura-G), Daria de Seta (Garcés -de Seta- Bonet) and Lázaro Rosa-Violán, decided to award the first prize in the architecture category to “Casa Ter” by the architectural studio Mesura. The winning project in the interior design category was Atlantis Gastrobar by Arantxa Manrique Arquitectos.

“Casa Ter” by Mesura, the winner in the architecture category. Photographs: Salva López & Mesura.





The awards have a monetary prize of 17,000 in the architecture and interior design categories and 5,000 in the graduate degree project category. The Tile of Spain Awards are sponsored by ICEX, Endesa and Valencia Port Authority. Photographs: Salva López y Mesura.

For yet another year, the Tile of Spain Architecture and Interior Design Awards have been held. On this occasion, the jury did not meet in person due to the pandemic, which in a way, allowed for the participation of an exceptional panel of judges, chaired this year from Kengo Kuma's Tokyo studio. The jury decided to award the First Prize for Architecture to "Casa Ter" by Studio Mesura Architects. This was a project for a single-family home in a village of Girona. The First Prize for Interior Design went to "Atlantis Gastrobar" by Arantxa Manrique Arquitectes, an eatery where ceramic tiles play a clearly predominant role. The jury also decided to award two special mentions in both categories.

In the Graduate Degree category, the jury awarded a first prize and two special mentions. The winner of the first prize was "Proposal for a center for unaccompanied under-age immigrants" by Andrea Puebla Yubero, a student from CEU San Pablo University in Madrid.



The outside of "Casa Ter" by Mesura. Photographs: Salva López & Mesura.

ARCHITECTURE

In the architecture category, the winning project was “Casa Ter” by Mesura.

The jury praised the versatile use given to one single material in installations and functions of all kinds, lending the project a discrete yet rich appeal. They also highlighted the reinterpretation of a traditional material in a context in which the home revitalizes the landscape and its surroundings.



Runnymede College campus by architects Rojo / Fernández-Shaw. Awarded a special mention in the architecture category. Photographs: Luis Asín.

Special mentions for architecture:

In their appraisal of “Runnymede College” campus by architects Rojo / Fernández-Shaw, the jury celebrated the fact that ceramic materials were not used as a classic covering and that they were separated from the line of the façade. They also highlighted how well the ceramic tiles fitted in with other industrial materials.

Another special mention was awarded to “The Young Old House” by Enrique Espinosa and Lys Villalba. In the case of this house, in the midst of the Madrid mountains, the jury highlighted the project’s bold solution to a return to country living, taking a contemporary approach as opposed to a nostalgic one. An audacious use of ceramic materials was made, applying the same rigorous refur-



In the interior design category, the first prize went to "Atlantis Gastrobar" by Arantxa Manrique Arquitectes. Photographs: Adrià Goula.





"The Young Old House" by Enrique Espinosa & Lys Villalba. Awarded a special mention in the architecture category. Photographs: José Hevia.

bishment criteria used in large-scale projects to a local, rural building.

INTERIOR DESIGN

In the interior design category, the first prize went to "Atlantis Gastrobar" by Arantxa Manrique Arquitectes, an eatery in Barcelona where ceramic tiles play a starring role throughout. The jury emphasized the capacity to create a refreshing, timeless feel in a small space through the use of ceramic tiles.

Special mention:

"Tienda Camper La Roca", by Tomás Alonso. In this store, emphasis was placed on the dual use given to ceramic tiles: for creating volumes and for graphic purposes. This dual combination has fascinating volumetric results.

"6 viviendas en Cabrera de Mar", by TWOBO Arquitectura. The jury highlighted the capability of the ceramic tiles to bring the outside

world into the home in a kind of merging process. Through the tiles in the courtyard, an interior space is transformed into an urban one.

GRADUATE DEGREE PROJECT

Last, the Tile of Spain Awards also include a graduate degree category for final projects by architecture students in which ceramic materials play an important role.

The first prize was awarded to a "Proposal for a center for under-age unaccompanied immigrants" by Andrea Puebla Yubero from CEU San Pablo University in Madrid.

The jury was impressed by the invention of a new type of "impluvium" which went one step further than traditional Mediterranean impluvium courtyard homes. Not only were ceramic materials used in a sensible, elaborate, and



La Roca Camper store by Tomás Alonso. Awarded a special mention in the interior design category. Photographs: Andrés Fraga.



imaginative way; they were also an essential part of the project and a fundamental factor in its expressive capacity.

Two special mentions were awarded to “Salam Bir” by Eduardo Casado López (Madrid School of Architecture) and “Courtyards of water and olives” by Alba Jiménez Navas (Granada School of Architecture).

AWARDS WITH A WELL-ESTABLISHED REPUTATION

With a history that spans almost two decades, the Tile of Spain Awards have become a leading reference in the world of architecture. The key to their success lies in the



“6 homes in Cabrera de Mar” by TWOBO Arquitectura. Awarded a special mention in the interior design category. Photographs: José Hevia.

Thanks to this initiative by ASCER (the Association of Wall and Floor Tile Manufacturers), greater attention has been drawn to the role that ceramic tiles can play in designing and dressing up all types of projects.

members of their juries, all highly acclaimed leading names in architecture and design with a solid reputation.

Thanks to this initiative by ASCER (the Association of Ceramic Wall and Floor Tile Manufacturers), greater awareness is given to the potential role of ceramic tiles in the design and decor of all kinds of projects.

The Tile of Spain Awards have a total monetary prize of € 39,000, which is divided into the three categories: The two main ones (architecture and interior design) each have a prize of € 17,000, while the third, graduate degree category for architecture students has a prize of € 5,000 ■



"Proposal for a center for unaccompanied under-age immigrants" by Andrea Puebla Yubero from CEU San Pablo University in Madrid, the winning project in the Graduate Degree project category.



Members of the jury.

ART ON WALLS

ART INSTALLATIONS, MURALS, AND SIGNATURE PROJECTS

Ceramic materials have been used since time immemorial to create artistic murals that adorn buildings indoors and out. Artists throughout history have taken advantage of ceramic and its endless different alternatives as a means of expression.

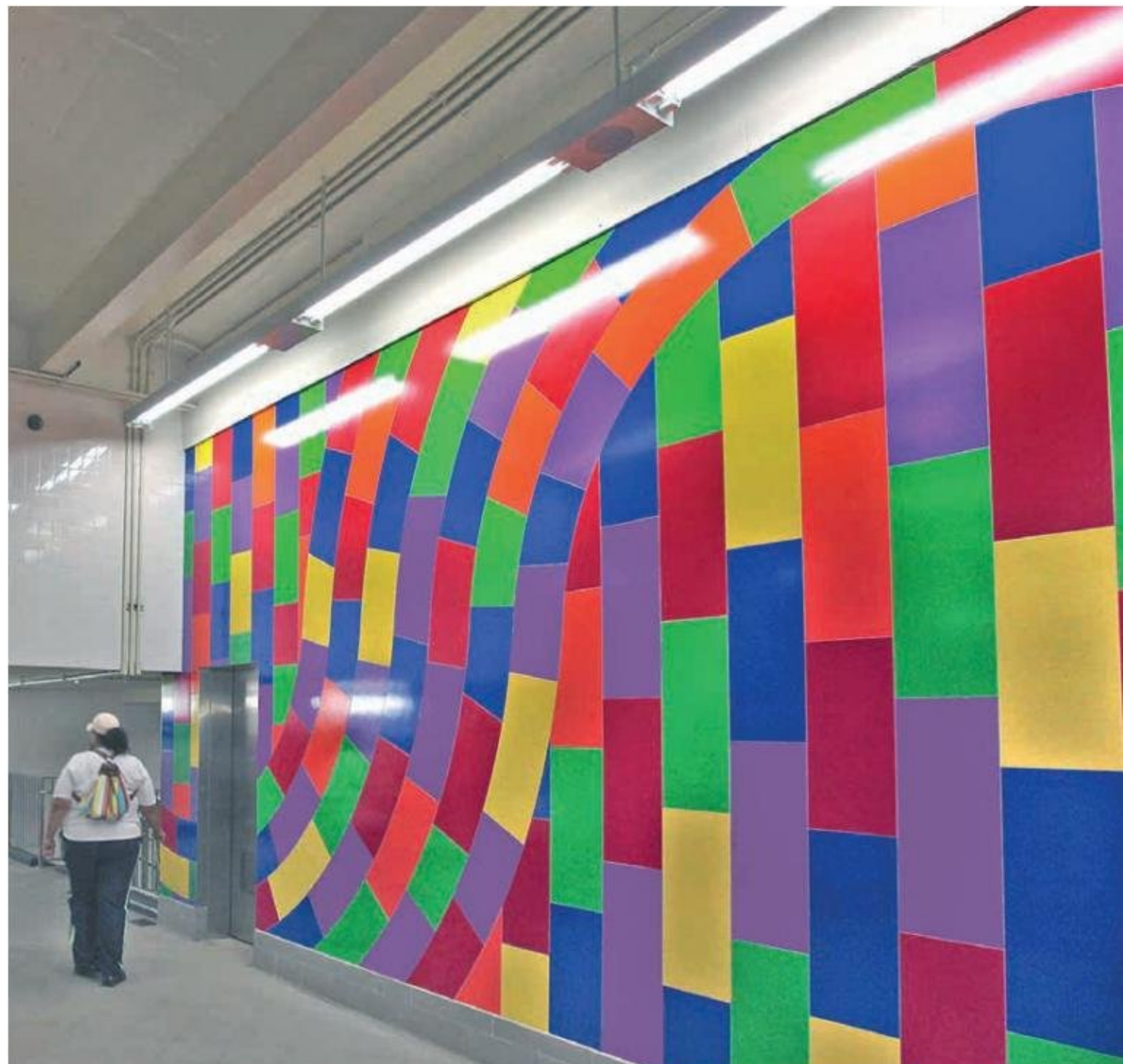
The oldest example of ceramic mural art is perhaps the Ishtar Gate, built in 575 BC by Nebuchadnezzar II to cut off access to the city of Babylon. The murals that decorate it, which can now be seen in Berlin's Pergamon Museum, feature dragons, bulls, lions, mythological creatures, and rows of big flowers, with a predominance of blue.

Today, our cities do not have defensive walls or city gates. Airports and stations are our modern city gates and, as such, they serve as a canvas for different artists to welcome travellers with their murals.

The Arts For Transit department of New York's MTA (Metropolitan Transport Authority) mounted the mural Whirls & Twirls by Sol LeWitt at 59th Street-Columbus Circle subway station. Following the artist's instructions, a 100m² (328 square feet) mural made entirely of porcelain tiles was created, based on six colors (red, violet, blue, green, yellow, and orange), and simple geometrical shapes. The tiles all link up like an endless chain, winding and sliding across the wall over vertical rows of colors.

Staying below ground, another example of an underground station can be found in Berlin (Germany). Illustrator Felix Scholz designed a series of colorful murals inspired by wild flora and fauna, managing to create an authentic urban jungle.

The colors of ceramic materials have captivated artists throughout history. The Spanish-



Whirls&Twirls—a mural by Sol LeWitt, made of porcelain tiles by Alcalagres—was awarded a special mention in the 2009 Tile of Spain Architecture and Interior Design Awards.



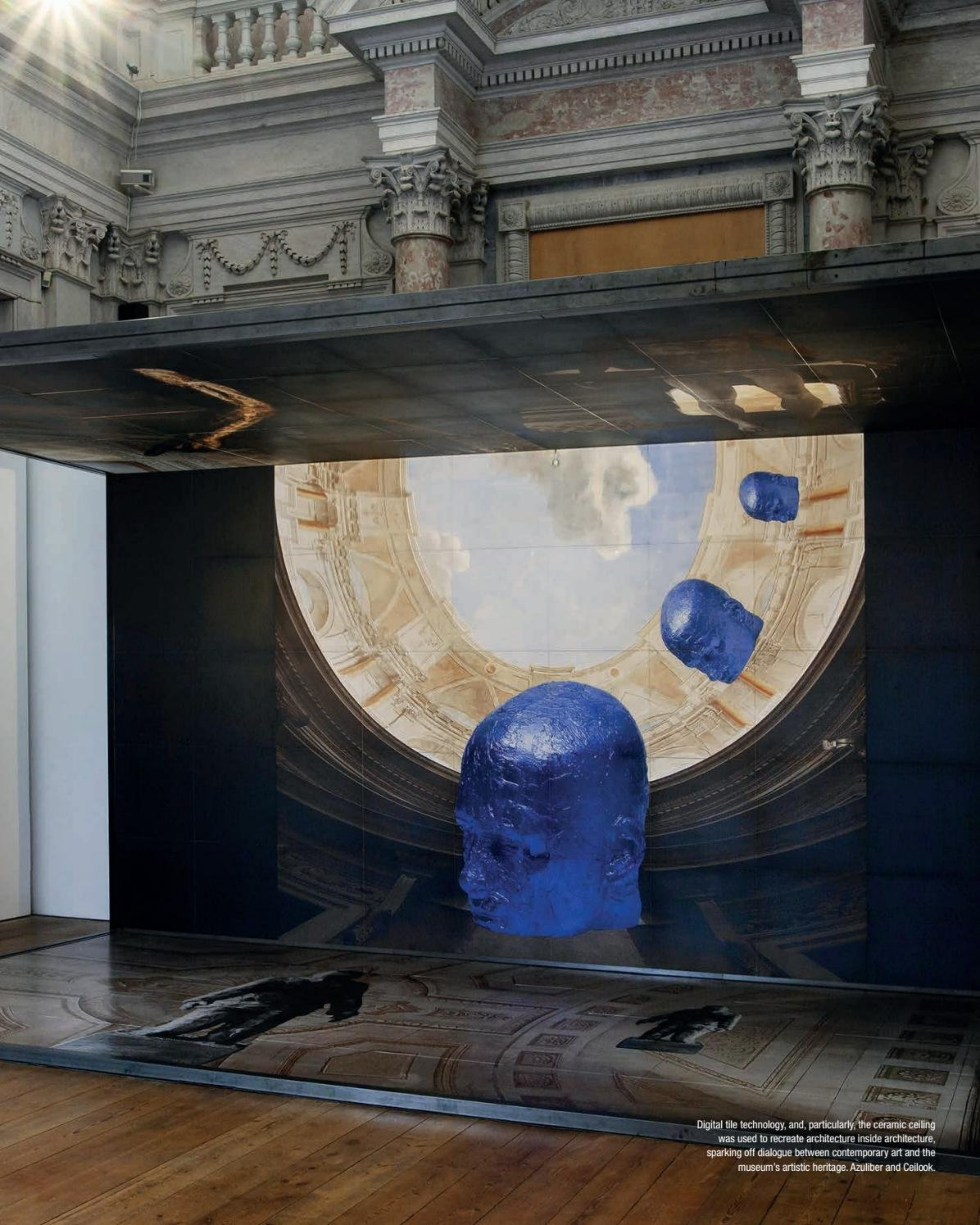
Chromadynamica by Felipe Pantone. Each chip represents a pixel. A design transferred to a mosaic, using 1X1" tiles by Onix. Thanks to digital printing technology, artists and illustrators can transfer their work to ceramic surfaces. For the project, EMOTILE by Ceracasa was used, with a digitally printed design on 19X39" 19X19" 39X39" and 12X12" tiles.

Argentinian artist Felipe Pantone recently decorated the façade of Valencia Polytechnic University's Faculty of Art (UPV) with a recycled glass mosaic in Pixel Art style. For the mosaic (which is part of the artist's #Chromadynamica series), Pantone used over 500,000 mosaic chips on a surface covering over 300m² (100 square feet) to create merging shades of color. The end result, with its strong digital connotations, makes an immediate impact on everyone who sees it. Seen from the right distance, its six colors—some contrasting with others—are able to deceive the human eye and give the impression of a rich chromatic mix.

Pantone's work explores themes like dynamism, transformations, the digital revolution and other contemporary issues. Last, versatile artist Damià Díaz counted with the collaboration of Azuliber for the creation of his work "Lugar Cerámico" ("Ceramic Place"). The installation, which was custom-made to be exhibited at the Museo del Palacio Nacional da Ajuda (in Lisbon), is made up of three big digitally printed images of the palace on a ceramic support. The sculptures that are suspended from its structure accentuate the sense of surrealism ■



Synergies between art and ceramics have a long and prominent history. Some good examples are major artists like Miró and Picasso, with well-known ceramic work.



Digital tile technology, and, particularly, the ceramic ceiling was used to recreate architecture inside architecture, sparking off dialogue between contemporary art and the museum's artistic heritage. Azuliber and Ceilook.

ONE STEP FURTHER IN THE CAMPAIGN TO PROMOTE CERAMIC TILES

Under the slogan “But ceramic...is a safe choice”, a new series of videos testifies to the advantages of ceramic tile products over other materials in certain situations.



The third stage of the “Ceramic. A safe choice” social network campaign has been in operation since late 2020, using a series of short videos to demonstrate the benefits of ceramic tiles in certain everyday situations. The six videos are available in Spanish, Italian, English, French, and German at <https://info.tileofspain.com/>.

The videos all focus on different moments in the day-to-day lives of a young couple (for instance, at home, in a shop or at a cafe), showing how ceramic tiles perform better than other coverings. A slightly satirical tone is used to demonstrate the superiority of ceramic materials in terms of their resistance to fire, heat, scratches and wear and tear, their easy installation, recyclability, stability, hygiene, and lack of toxic fume emissions. The videos also empha-

La cerámica, en cambio... es una opción segura

A diferencia de algunos tipos de pavimentos, que subordinan sus características de salubridad y resistencia a modos concretos de utilización y de mantenimiento, la cerámica es higiénica y tiene una alta resistencia.





size the importance of using a professional to install these products in order to ensure safe, stable flooring, in addition to highlighting how easily they can be recycled thanks to their uniform composition.

Once again, the campaign has been carried out in collaboration with Confindustria Cerámica, our Italian counterpart. Both industries have joined forces to try and reach a broader audience, achieving a total of almost 18 million views.

The campaign, carried out in conjunction with the Italian tile sector, has been broadcast on the Italian, Spanish, German, French, and British markets.

In Spain, the initiative has counted on the support of the Ministry of Treasury and Economic Affairs of the Valencia Regional Government through a collaboration agreement.

During the campaign's European launch, presentational events were organized in each market, with the collaboration of national associations of distributors and tile installers and the participation of other market players ■



INALTERABLE
de Tile of Spain

Unalterable

There are floors that neither break nor expand, providing there are no temperature changes...

[MORE INFORMATION](#)



IGNÍFUGA
de Tile of Spain

Fireproof

Some flooring is fire resistant, as long as a fire is immediately extinguished...

[MORE INFORMATION](#)



RESISTENTE A LOS ARAÑAZOS
de Tile of Spain

Scratch resistant

Some flooring is resistant to wear and tear, as long as it is often replaced...

[MORE INFORMATION](#)



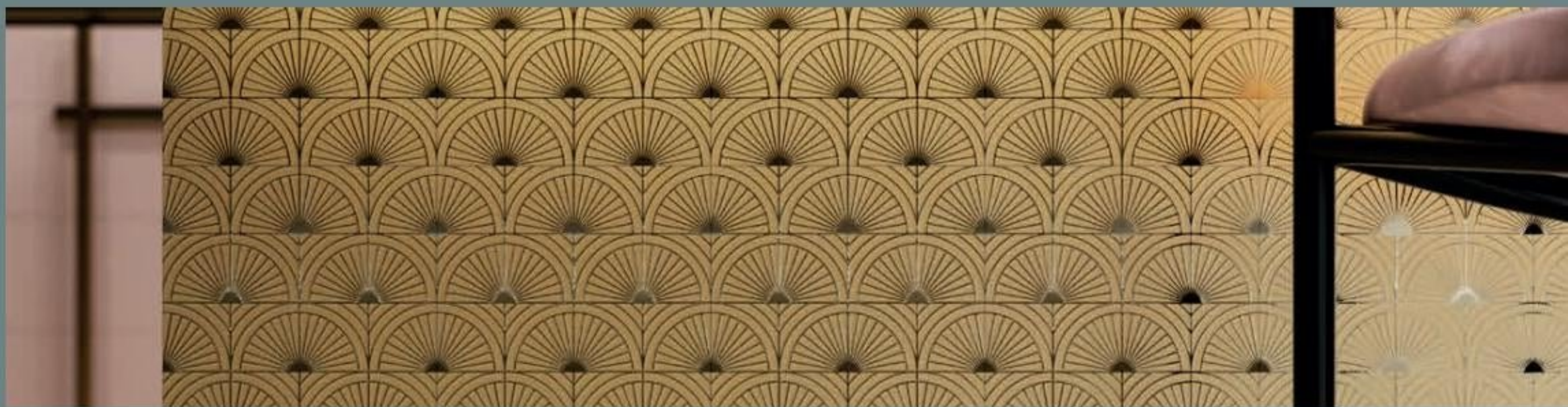
RECICLABLE
de Tile of Spain

Recyclable

Some flooring is recyclable, as long as its layers are separated one by one...

[MORE INFORMATION](#)

SHOWROOM // LATEST TRENDS



ZYX · GATSBY SERIES · info@zyxspace.com · www.zyxspace.com

BRANCÓS CERAMICS

ACIGRES COLLECTION

info@brancos.com

www.brancos.com



ARKLAM

ONIX JADE 1200X3000 MM SERIES

arklam@arklam.es · www.arklam.es



ARCANA CERÁMICA

DOINYO SERIES / LES BIJOUX COLLECTION

arcana@arcanatiles.com · www.arcanatiles.com



ALAPLANA

CASTLE COMBE SERIES / STARLIGHT COLLECTION

nuevaalaplana@nuevaalaplana.es · www.nuevaalaplana.es



CERÁMICAS APARICI

CORTEN SERIES-COLLECTION

ceramicas@aparici.com · www.aparici.com



APAVISA

HEXAGON SERIES / CUBE COLLECTION

design@apavisa.com

www.apavisa.com

AZTECA
SAN FRANCISCO 120 SERIES /
SAN FRANCISCO COLLECTION
marketing@azteca.es
www.azteca.es



AB
ICARO BLUE SERIES / MARBLE COLLECTION
azulejosbenadresa@azulejosbenadresa.com
www.azulejosbenadresa.com





AZULEJOS ALCOR

NORWAY SERIES

alcor@azulejosalcor.com

www.azulejosalcor.com



AZULEV

COLORSLIM SERIES-COLLECTION

marketing@azulev.es · www.azulevgrupo.com

AZULIBER
SERIE-COLECCIÓN STYLWOOD / AD
marketing@azuliber.com
www.azuliber.com



BALDOCER
DUCALE SERIES / WOOD COLLECTION
baldocer@baldocer.com · www.baldocer.com





GRESPANIA

SERIE PORTO PETRO SERIES

mail@grespania.com · www.grespania.com



CERLAT

OMEGA SERIES-COLLECTION

export@cerlat.com · www.cerlat.com



BESTILE

ALBA SERIES

info@bestile.es

www.bestile.es

CEVICA
NATURAL SERIES-COLLECTION
cevica@cevica.es
www.cevica.es



COLORKER
HAMILTON SERIES
colorker@colorker.com · www.colorker.com



COVERLAM
IMPERIAL SERIES
info@grespania.com · <https://www.coverlambygrespania.com/>



CRISTACER
 AVENUE SERIES-COLLECTION
cristacer@crystalceramicas.com
www.crystalceramicas.com



DUNE CERÁMICA
 PERLANOVA SERIES
info@duneceramics.com · <https://duneceramics.com/>



EL BARCO
 MUSIC SERIES
elbarco@elbarco.com · www.elbarco.com



EMOTION CERAMICS

LENOX SERIES-COLLECTION

contacto@emotionceramics.es · www.emotionceramics.es



EQUIPE

TRIBECA SERIES-COLLECTION

info@equipceramicas.com · www.equipceramicas.com



CERÁMICA MAYOR

AMAZONIA SERIES

mayor@ceramicamayor.com · www.ceramicamayor.com



CERÁMICA VILAR ÁLBARO

RURAL SERIES / PASTA BLANCA COLLECTION

comercial@salcamar.com · www.ceramicacva.com



ETILE

ALWAYS SERIES / MARBEL COLLECTION

etile@etile.es

<https://www.etile.es/>



EL MOLINO

TERRAZO SERIES / PADUA COLLECTION 60X60 CM

elmolino@elmolino.es · www.elmolino.es



HALCÓN CERÁMICAS

BARNABY SERIES

contacto@grupohalcon.com · www.halconceramicas.com



LAND PORCELÁNICO

SOUL SERIES-COLLECTION

land@landporcelanico.com · www.landporcelanico.com



MAINZU

CARINO IBERIA SERIES

info@mainzu.com · www.mainzu.com



MUSEUM

ACERO CORTEN SERIES /

IRON 4D COLLECTION

info@museumsurfaces.com

www.museumsurfaces.com



MARAZZI
PLAZA COLLECTION
nacional@marazzi.es
www.marazzi.es



MYR CERÁMICA
COVENTRY SERIES
general@ceramicasmyr.com · www.ceramicasmyr.com



PAMESA CERÁMICA
SONOMA SERIES / MATERIA COLLECTION
nacional@pamesa.com · www.pamesa.com

PERONDA
FS MUD SERIES-COLLECTION
peronda@peronda.es
www.peronda.com



PORCELANITE DOS
1841 SERIES / HELSINKI COLLECTION
porcelanite@porcelanite.es · www.porcelanite.es



PORCELANOSA
HIGHKER SERIES / HANNOVER COLLECTION
porcelanosa@porcelanosa.com · www.porcelanosa.com



ITT CERAMIC
 VINTAGE SERIES
ittspain@ittspain.com
www.ittceramic.com

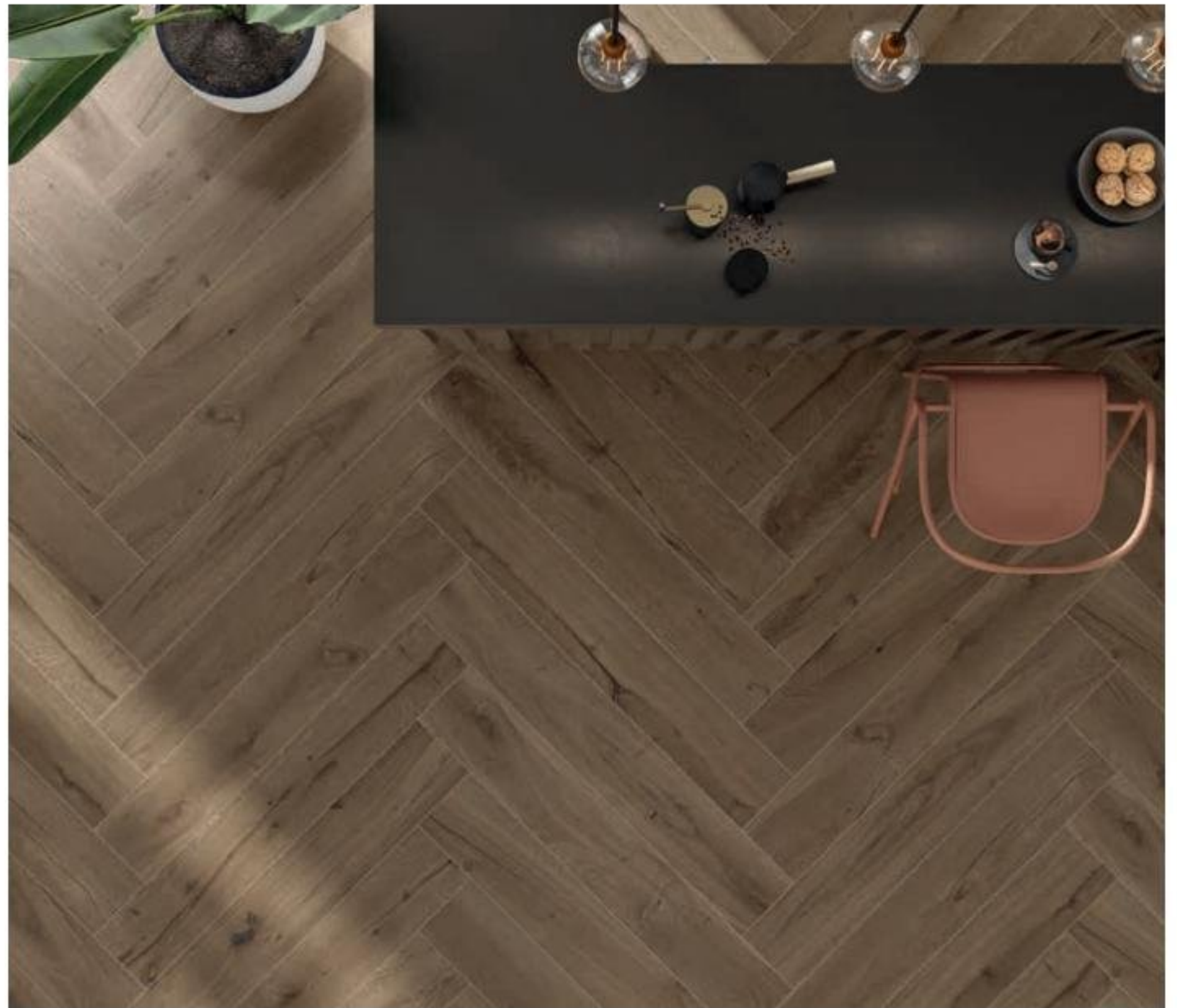


REALONDA
 KERALA AND OPAL SERIES
export@realonda.com · www.realonda.com



ROCERSA
 BELFORT SERIES-COLLECTION
rocersa@rocersa.es · www.rocersa.es

ROCA
INDIANA SERIES / WOODS COLLECTION
info@rocatiles.com
www.rocatiles.com



SALONI
ARDESIA SERIES-COLLECTION
saloni@saloni.com · www.saloni.com



SANCHIS HÔME
TREND SERIES
marketing@azulev.es · <http://www.azulevgrupo.com/es/series/sanchis>

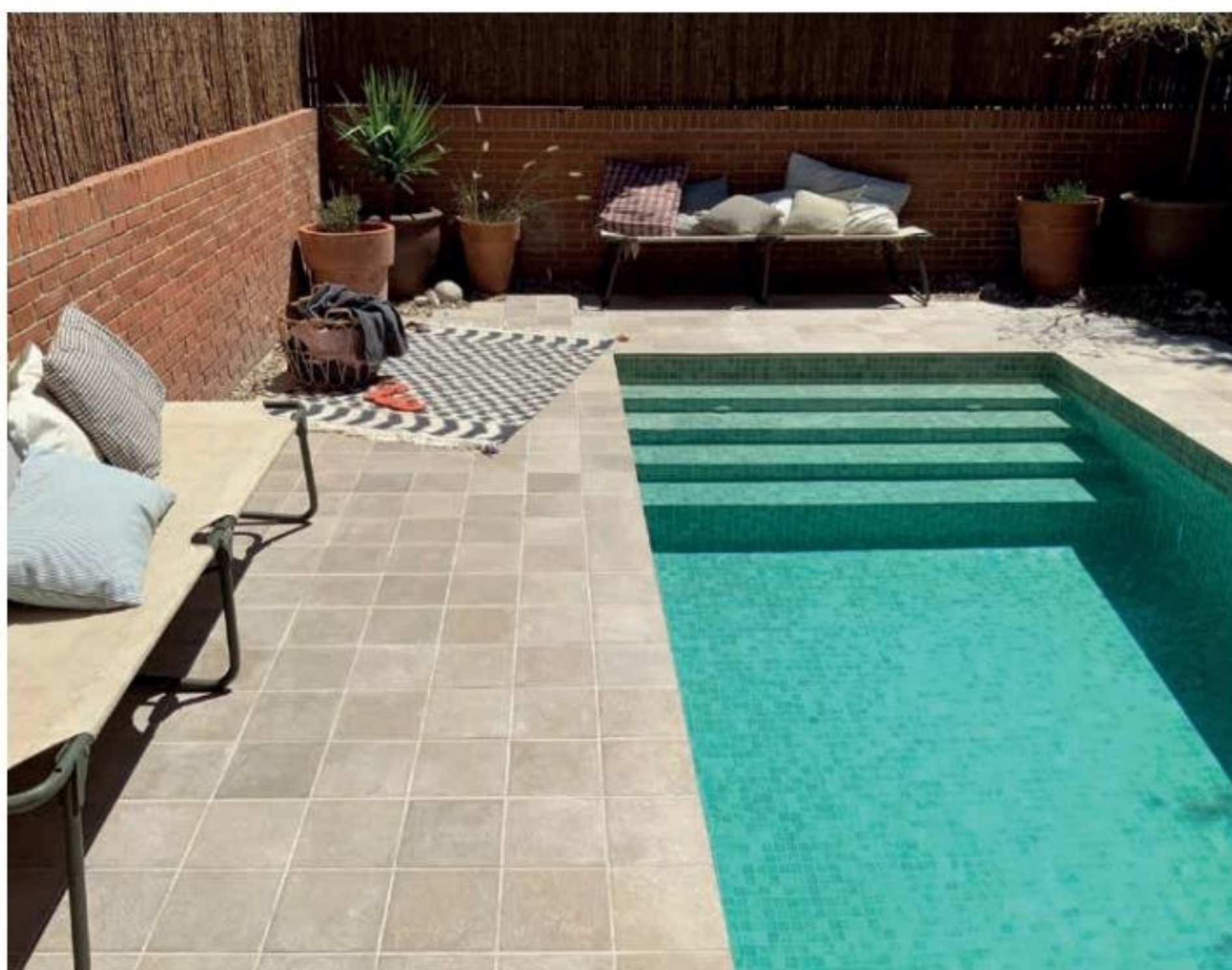


ROSA GRES

TRÉSOR SERIES /
TRÉSOR BALI AND TRÉSOR JAVA
COLLECTIONS

rosagres@rosagres.com

www.rosagres.com



SMALL SIZE

PÓRFIDO COLLECTION

info@small-size.com

www.small-size.com



STN CERÁMICA
PLASTER SERIES / 20UT COLLECTION
stnceramica@stnceramica.es
www.stnceramica.es



TERRAKLINKER
NATURAL INTERIOR COLLECTION
terraklinker@terraklinker.com · www.terraklinker.com



VENIS PROJECTS
MATIKA SERIES-COLLECTION
info@venisprojects.com · www.venisprojects.com



VIVES

ORSA SERIES

export@vivesceramica.com · www.vivesceramica.com



UNDEFASA

GEO COLLECTION

info@undefasa.com · www.undefasa.com



TODAGRES

TODATECH DAKOTA SERIES /
DAKOTA COLLECTION

marketing@todagres.com

www.todagres.com

NEWS FROM TILE OF SPAIN

A SPANISH NOTE TO THE CID AWARDS

For yet another year, two projects featuring Spanish tiles were singled out at the Coverings Installation & Design Awards, held at the US trade fair Coverings. They were “La Roca Camper Store” by Tomás Alonso design studio and “La sastrería bar” by Masqueespacio ■



“La Roca Camper Store” by Tomás Alonso design studio.



“La sastrería bar” by Masqueespacio.

THE WINNERS OF THE ALFA DE ORO AWARDS FOR TILE INNOVATIONS

At CEVISAMA ON, the Spanish Ceramic & Glass Association announced the winners of the 45th edition of the Alfa de Oro Awards. A total of four Alfa de Oro awards were given in recognition (as cited in the jury’s decision) of “innovations in technology, processes, design or the properties of the products presented”. The award-winning companies that were chosen to receive an ALFA DE ORO were:

- KEROS CERAMICA S.L. / FERRO SPAIN S.L.U for the development of HIDRACER, a range of cement tiles for floors, made with ceramic tile technology.
- COLORONDA S.L. for the creation of a magnetic glaze able to revolutionize the installation of wall tiles.
- REALONDA S.A. for the creation of functional ceramic tiles able to self-regulate their moisture content.
- SISTEMAS DE DISEÑO DIGITAL, S.L. for the creation of AITISTER, a smart digital algorithm for creating tile designs ■



TILE OF SPAIN ONLINE EVENTS

Due to the absence of trade fairs and activities with direct visitor attendance, over the past few months, Tile of Spain has organized a series of specific online events for different markets and sectors of customers. All of them counted on the support of ICEX (the Spanish Institute for Foreign Trade) and the trade commissions of the participating country. During the first semester of 2021, the following events were organized:

An online event was organized from June 15th to 25th in the Russian Federation, where 22 countries showcased their latest products to potential clients and materials specifiers in an online environment in which questions by professionals could be answered.

In April, in the United States, a webinar for materials specifiers was given within the framework of Metropolis Forums. During the webinar, emphasis was placed on the prime role that ceramic tiles can play in meeting new measures in the field of health, hygiene, and sustainability because of the Covid-19 pandemic.

In March, in conjunction with ICEX and the Milan Trade Commission, an informative breakfast was organized for leading magazines in the fields of architecture and design, with the presentation of the latest new products and design trends by the companies under the Tile of Spain umbrella brand.

In the UK, the www.dezeen.com portal now features a specific online showroom for Tile of Spain: <https://www.dezeen.com/showroom> ■



CEVISAMA ON

On May 25th and 26th, CEVISAMA ON—a series of online conferences featuring talks and interviews by leading stakeholders from the Spanish tile sector—was held.

At the online event, the latest tile trends for 2021/2022 were presented, the chairmen of associations from the tile sector were interviewed, and the prize-giving ceremony of the 19th edition of the Tile of Spain Awards was held. All the conferences can be accessed at CEVISAMA ON. The next 2022 edition of Cevisama will be held from February 7th to 11th at Feria Valencia ■

#SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

Did you know that there are over 100 wall and floor tile manufacturers in Spain, with products distributed to over 185 countries? We have started a campaign on our social network sites to present all the brands that Tile of Spain encompasses. Follow the campaign with the hashtag #weareTileofSpain #somosCerámica de España.



FOLLOW US ON THE SOCIAL NETWORKS

If you want to keep up to date with all the latest trends and designs in Spanish tiles, follow us on our Instagram sites:

@tileofspain
@tileofspainusa
@tileofspaindeutschland
@tileofspain_russia

You can also find us on Facebook at Tile of Spain ■



Subscribe to Ceraspaña and to our newsletter:
<https://www.ascer.es/protecciondatos/suscripcion/entrada>



Tile of Spain Awards

Deadline
28 October
2021

Architecture

Interior design

Prizes

Architecture: 15.000 €

Interior design: 15.000 €

Degree project: 5.000 €

tileofspainawards.com

Twentieth edition

Organize

ASCER

Spanish Ceramic Tile
Manufacturers' Association

Sponsors

ICEX

España
Exportación
e Inversión

endesa