

CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

CERAMIC TILE TRENDS

A RETURN TO FACE-TO-FACE TRADE SHOWS

LONG LIVE THE HOSPITALITY SECTOR

LARGE-FORMAT CERAMIC MATERIALS

47



Editorial

Back again!

This issue of Ceraspaña marks a return to face-to-face events and much-awaited reunions with clients, suppliers and even competitors. At last, they are back again!

In September, after a 731-day "absence", the city of Bologna hosted the tile sector's most famous international event, CERSAIE. Once again, the companies represented by Tile of Spain were the second most numerous group at the trade show, only outnumbered by companies from the host country, Italy. Over 80 companies were again able to exhibit their products live at the fair after the halt caused by the pandemic. Under the slogan #TileofSpainisBack, a campaign was organized on the social networks to promote Spanish participation, accompanied by a special microsite with a directory of the Spanish tile brands present.

Cevisama will also be making a comeback in February at an edition christened "The Reunion Event", returning with displays of new materials, insights into new design trends, and an enticing program of activities, including the prize-giving ceremony of the Tile of Spain Awards for Architecture and Interior Design, organized by ASCER. Other events will also be making a return, like Mosbuild and Coverings, together with the face-to-face training seminars that are held around the world using tiles made in Spain.

In recent months, we have started to travel again, whether it is for work or pleasure, and we have started to frequent bars again and to enjoy leisure time outside the home. Many businesses have taken advantage of the situation to refurbish their commercial premises or to make improvements to them, with tiles predominating among the materials that are used. Ceramic tiles offer the assurance of safety and maximum hygiene, combined with eye-catching visual appeal. Ceramic tiles take care of you!

Take good care of yourself. We look forward to seeing you again! ■

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COVER PHOTO: OTRAPARTE CULTURAL PARK IN MEDELLIN (COLOMBIA) BY ARCHITECTS MARCO AURELIO MONTES, ANDRÉS OBREGÓN L. & JOSÉ ANDRÉS ZULUAGA. THE FAÇADE OF COVERLAM. PHOTO BY: JORGE MESA.

THE LATEST CERAMIC TILE TRENDS

Following the pandemic, trends in interior design have focused on creating cozy living spaces with a natural appeal, able to inspire a sense of security, wellbeing and comfort.

This season, ceramic tiles aspire to bring a harmonious balance and restful tranquillity to settings through a sensitive mix of neutral off-white color. By using matt finis-

hes and porous or rustic-look tiles, tactile effects can be achieved with a natural handcrafted look, inspiring a sense of wellbeing and comfort. The Home Trends Observatory

has grouped the main design styles and patterns for ceramic tiles in 2022 into four E's: Essential, Emotional Care, Euphoric and Elegant & Refined.



MAINZU. Wall tiles: Jungle series/collection.

E1

ESSENTIAL

With Essential, tiled wall and floor surfaces seek to forge closer ties with nature, using it as a unifying feature with healing effects. Through these tiles, the aim is to create a handcrafted look, with uneven surfaces and special emphasis on little imperfections, celebrating the beauty of nature. This trend can be divided into three sub-groups: Bio-Nature, Craft-Raw and Re-Circular.

Bio-Nature

Nature is used as a marvellous source of inspiration. Through the tiles' colors, patterns and style, the idea is to trigger visual associations with nature. *Photos 1 and 2.*

Craft-raw

This sub-trend consists of tiles with a "raw" look, with rough, eroded surfaces and porous textures and a style with artisanal overtones. *Photo 3.*

Re-Circular

In this case, classic terrazzo or stracciatella-effect tiles are taken one step further. The latest designs include ones with dense, fragmented textures, similar to gravel, with the addition of compositions in a greater variety of colors. *Photo 4.*



1.- AZULEJOS ALCOR. Wall tiles: Home series / Home Fresh collection.
2.- COLORKER. Wall & floor tiles: Verona collection.
3.- NATUCER. Wall tiles: Fika series / Mate collection.
4.- SANCHIS HÔME. Wall & floor tiles: Trend series.

E2

EMOTIONAL CARE

This trend, directly influenced by the health crisis and ensuing new demands and approaches to home living, focuses on designs that convey a soothing sense of security. Hence, these wall and floor tiles are conceived to inspire a soft, comfortable feel, encouraging relaxation through their serene neutral design or the assurance of their technical properties. This trend is, in turn, made up of three sub-groups: Satori, In-Protection and Flex-Living.

Satori

The design criterion in this case is “less but better”. This calls for tiles with a minimalist design and very little pattern. Matt finishes and subdued colors dominate, and gentle textures with a soft appearance and tactile appeal are used to draw attention to surfaces.

Photo 5.

In-Protection

Ceramic tiles are one of the materials with the best hygiene guarantees. With the outbreak of the pandemic, many companies have developed active surfaces that offer better anti-bacterial protection. With this sub-trend, a fundamental role is played by the hygienic, anti-bacterial properties of ceramic tiles, offering a reassuring sense of protection.

Photo 6.

Flex-Living

With Flex-Living, ceramic tiles contribute to the versatility and adaptability of the home's different living spaces through timeless neutral looking designs. These can be used to ensure seamless continuity from one area to the next, to create combined multifunctional spaces, or to mark out the use of a certain area. *Photo 7.*



5. - KEROS CERÁMICA. Wall & floor tiles: Ferrara series / Keros Actual collection.

6. - KERABEN. Wall tiles: Superwhite series.

7. - ARGENTA CERÁMICA. Floor tiles: Carpenter series / 60x120cm (24"x48") Carpenter Taupe collection.

E3

EUPHORIC

This trend seeks to guarantee cheerfulness and optimism, with highly expressive designs, combined with a handcrafted, vintage touch or a provocative spirit. Color prevails in these collections, perfect for creating settings with an eclectic style, brimming with joie-de-vivre. Euphoric can, in turn, be divided into three sub-trends: Artful, Maximalist Craft and Hyper Geos.

Artful

Tiled surfaces are transformed into genuine works of art, with an explosion of color and amazingly creative finishes, conceived to draw all eyes. *Photo 8.*



8.- EQUIPE. Floor tiles: Bauhome series/collection.

Maximalist Craft

This sub-trend seeks to recreate a hand-made, artisanal feel in bold designs that break away from more classic conventions. They combine charged colors with finishes evocative of natural, slightly flawed materials. *Photo 9.*



9.- LAND PORCELÁNICO. Floor tiles: Go! series

Hyper Geos

Geometrical patterns have always been a feature of ceramic tiles, but this sub-trend offers an updated version, with interplay in size or scale. A sub-trend conceived to bring a highly expressive potential to living spaces. *Photos 10 and 11.*



11

10.- APAVISA. Floor tiles: 24X24" Pre-Scored series / Wind collection.

11.- GRESPANIA. Floor tiles: Icon Liceo series.

E4

ELEGANT & REFINED

Elegant & Refined aspires to bring a deluxe feel to living spaces, doing so in sensible style through materials that keep their chic appeal throughout their entire useful life. To achieve this, the tiles come in the colors and enhanced natural patterns of marble or in metal finishes so as to create a stylish sophisticated feel. This trend can be divided into three sub-groups: Neo Art Deco, Refined Glam and Maximal Luxe.

Neo Art Deco

Lines and geometrical shapes inspired by Art Deco play a star role in this sub-trend. Geometrical designs, subtle metal effects and gold, in particular, dominate in Neo Art Deco. *Photo 12.*

Refined Glam

With Refined Glam, tiled surfaces with futuristic overtones prevail. Digital colors are used to set them apart, with finishes in bright colors. *Photo 13.*

Maximal Luxe

Maximal Luxe transforms tiled surfaces into decorative features, with finishes inspired by marble, agate or quartz on large-format tiles. The final impact is one of deluxe stylish elegance. *Photo 14.*



12.- ZYX. Wall tiles: Gatsby series.

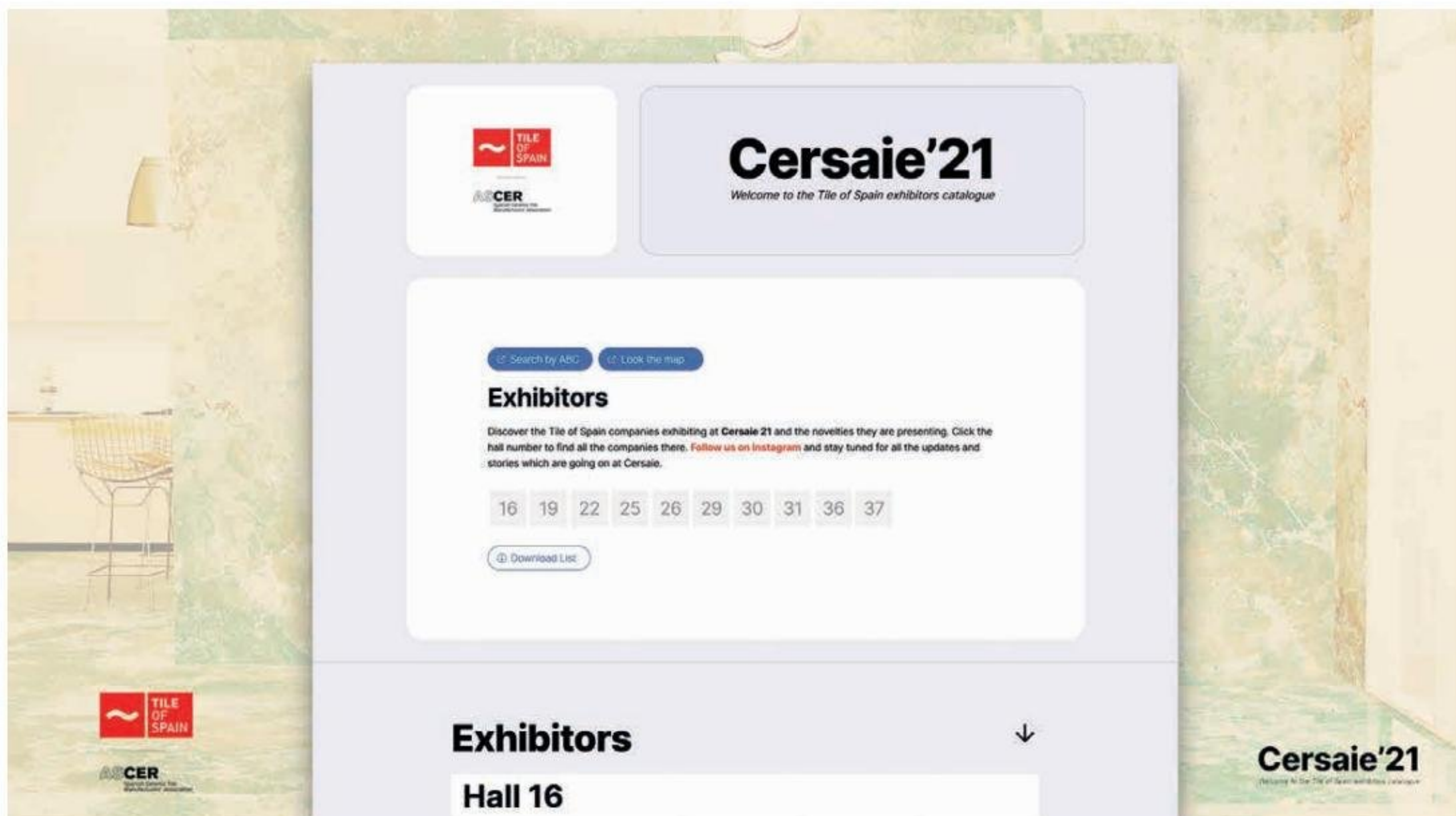
13.- ARKLAM. Wall & floor tiles: Lilac series.

14.- ROCA. Floor tiles: Saint Tropez series / Marbles collection.

TILE OF SPAIN IS REUNITED WITH CLIENTS

Following the obligatory cancellation of face-to-face events due to the pandemic, this year, the companies under the Tile of Spain brand name have finally been able to regain face-to-face contact with clients. In the interim period, technology enabled them to keep in touch through different communication channels.





Tile of Spain companies taking part in CERSAIE had a digital tool at their disposal for the event's promotion, as well as a campaign on the social networks.

The first major trade show was COVERINGS, held July 7th to 9th in the city of Orlando. This trade show is considered to be the top event for professionals from the US tile industry.

Out of the 40 exhibiting companies with a stand in the official Tile of Spain pavilion, organized by ICEX España, Exportación, Inversiones, 31 are associated with ASCER.

The event had good visitor numbers even though it was held in a smaller space and for less time than usual. The scheduled activities included training seminars, video presentations by exhibitor companies, guided tours of the Spanish pavilion and its stands, and more.

In late September, it was the turn of CERSAIE (Bologna, Italy), the trade fair that currently has the highest number of international exhibitors and visitors.

A total of 81 Spanish companies took this opportunity to showcase their latest products to the over 62,000 visitors that attended the event during its five days.

The companies represented by Tile of Spain took part under the slogan #TileofSpainisBack, and once again they were the most nu-

merous delegation with the exception of the Italian companies.

For the event, a special microsite was developed – www.tileofspain-cersaie.com –, with

a directory of the Tile of Spain companies taking part in the fair in the style of an online catalog. This microsite was designed so that swift easy checks of Spanish exhibitors at the event could be made from mobile devices ■

TRADE FAIR CALENDAR FOR JANUARY-APRIL 2022



LONG LIVE THE HOSPITALITY SECTOR!

Opting for ceramic tiles as a covering material is fundamental in guaranteeing a safe environment in bars and restaurants, in addition to the the visual benefits they offer.



AZTECA. Wall & floor tiles: Elektra 90 Black & Elektra Lux 22,3 series in superwhite & black / Elektra collection.

The unprecedented crisis brought about by the Covid-19 pandemic has had serious impacts on our economy, with what are no doubt deep repercussions on the hospitality sector.

Catering establishments, restaurants, bars, cafés, teashops and cocktail bars ("bars, what places they are!", as Urrutia sang in the 80s) are a symbol of our identity. They are a place

for getting together and swapping anecdotes or confidences and even for dreaming up new business ventures (or putting an end to them). Bars are a fundamental part of our culture and our economy, and caring for them is tantamount to caring for a little piece of ourselves.

The importance of our bar culture became patently evident at the beginning of the crisis, when several marketing campaigns were

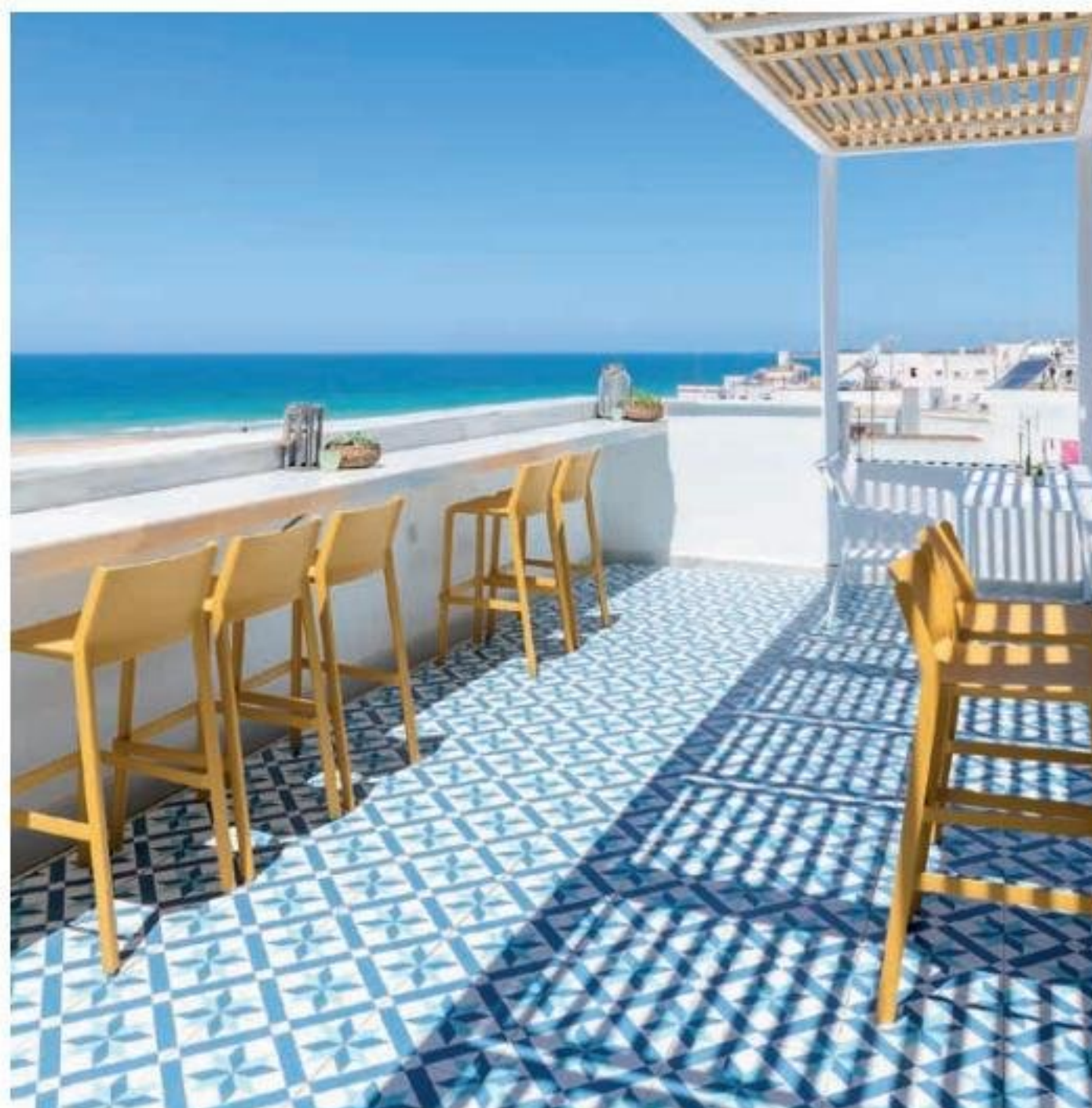
launched by leading food and drink brands. However, no one from the hospitality sector could imagine how long the pandemic would last. Indeed, it has led to the refurbishment and modernization of many establishments, with the use of materials that are healthier for diners and customers. Many businesses in the hospitality sector opt for ceramic tiles as the ideal solution for this new commercial stage and, indeed, their numbers are growing, since



EL BARCO Wall tiles: Acuarela series.



ATLANTIS GASTROBAR.



REALONDA. Floor tiles: Hanoi Star Blue series / Hanoi collection.



ONIX. Floor tiles: Hex series / Geo Patterns collection.



FABRESA. Wall tiles: Arquitectura series / 10x20" Unicolor collection.

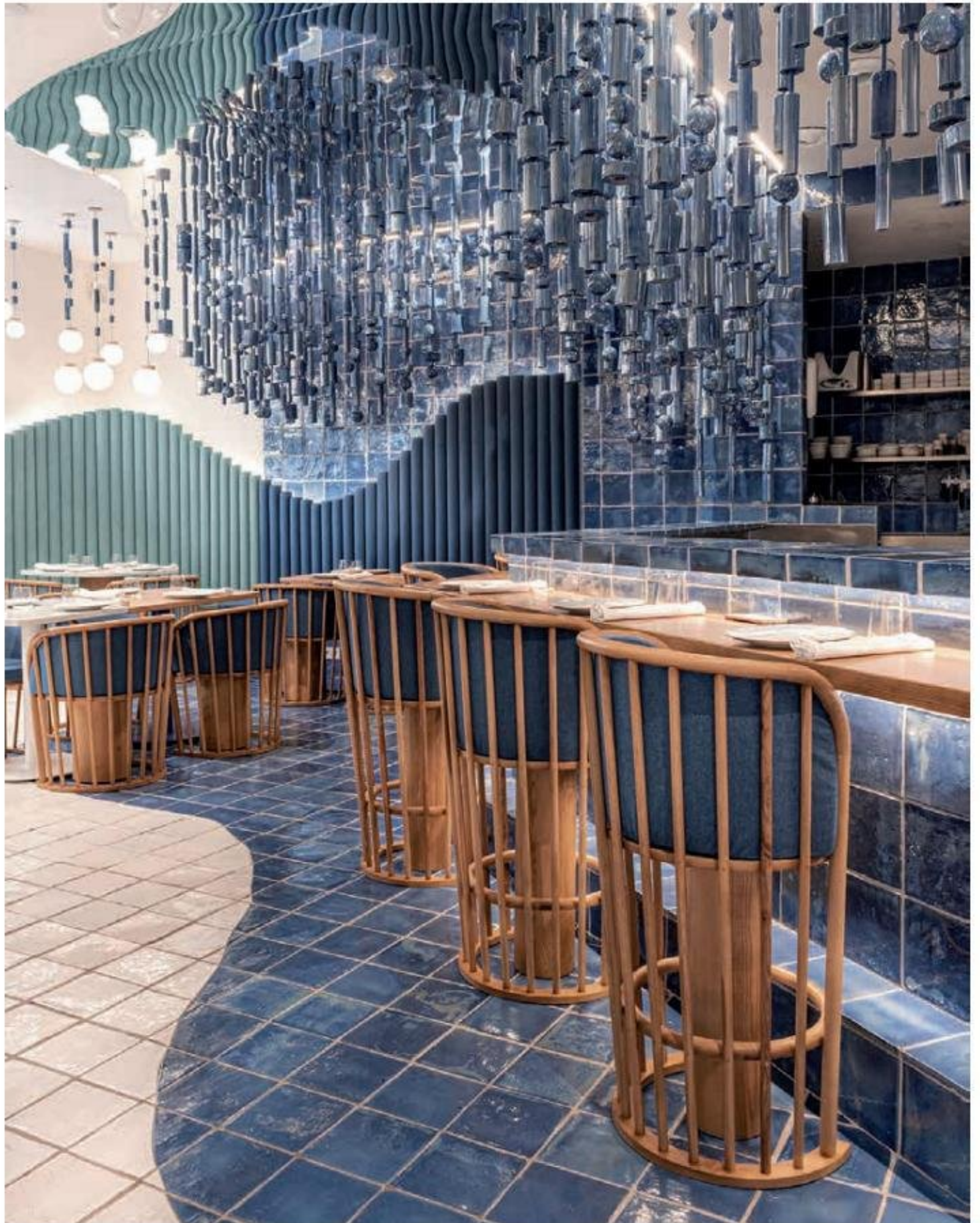


ADEX. Wall tiles: Modernista series.

tiles unite the most sought-after characteristics: resistance, cleanliness and beauty.

Ceramic tiles are resistant to the passage of time and to wear and tear, with their colors and properties remaining unaltered. Thanks to their manufacturing process, they can also withstand adverse weather conditions. This makes them the perfect choice for bars and restaurants with outdoor terraces, where the same materials can be used indoors and out so that both areas seem to merge into one, modifying visual perceptions of the space. Another possibility is to create different settings, with a clear contrast between the indoor restaurant and outdoor area, while still using the same covering material—tiles—in both spaces.

Thanks to today's large-format ceramic materials, the number of tile joints in surfaces can be reduced. Combined with the anti-bacterial properties of porcelain tile materials, this im-



LA SASTRERÍA RESTAURANT.



OSET. Floor tiles: Artic - Bergen series / Trabado 1/4 collection.

proves the hygienic qualities of wall and floor surfaces, which is vital in kitchens and dining areas. The latest new counter surfaces are made of porcelain tile materials, with impervious, scratch resistant, long-lasting properties and a capacity to withstand high temperatures. The assurance of counting on such outstanding performance has led Spain's top chefs to choose ceramic materials for crucial places like work areas.



ROCERSA. Floor tiles: Formentera & Make Up series.

Architects and designers choose ceramic materials for their hospitality projects not just for their technical properties but also due to their high creative versatility, allowing for one-of-a-kind designs. This is the case of Arantxa Manrique in the design of 'Atlantis Gastrobar', the winner of the interior design category in the latest Tile of Spain Awards, whose jury, presided over by Kengo Kuma Studio, noted that "Thanks to the use of ceramic materials, a stimulating timeless setting was achieved in this small space." Another example of the aesthetic potential of ceramic tiles is 'La Sastrería', a Valencia bar designed by Maquespacio studio. Its eating areas, all with different aesthetics, share one thing in common: ceramic tiles in differing formats and colors.

No one can deny that bars and restaurants are part of Spanish culture. Some fragments of Spanish history were even written at a bar counter. It was in a bar that Lorca, Hemingway and Valle-Inclán wrote some parts of their books. A vermouth or one or two draft beers and good food, in a backdrop decorated by ceramic tiles, might well be said to inspire the finest creators. ■



SMALL SIZE. Floor tiles: Pórfido collection.

THE POWER OF SIZE

The Spanish tile sector and, more specifically, the Castellón tile group, clearly stand out for their capacity to innovate and they never cease in their quest to improve the possibilities of ceramic tile coverings.

ALAPLANA. Floor tiles: Tenby series.



For some years now, the tile industry has focused strongly on large-format ceramic materials, thanks to the introduction of slab pressing technology, resulting in formats of up to 3.5 meters long (11.5 feet) and a wide variety of thicknesses, ranging from 3 mm to 20 mm. With this technology, all the intrinsic characteristics of ceramic tiles are maintained and some of their properties are even improved. These new formats and thicknesses allow for a myriad of new possibilities in architecture and interior design, particularly when refurbishing or renovating the interiors and exteriors of buildings.

Because ceramic sheets are fully natural materials, with no added resins or plastics, and they boast a high resistance to temperature changes and sunlight, they are ideal as cladding on ventilated façades, one of the most sustainable systems today in architecture and building. Due to their low weight, durability, and low maintenance, far fewer sheets on the façade will need replacing. At the same time, thanks to their large format, there is a substantial reduction in the number of tile joints in wall and floor



ROCERSA. Floor tiles: Calacatta Gold series.



NEOLITH. Wall & floor tiles: Classtone series/collection.

surfaces, and the remaining ones are almost imperceptible. Likewise, it is important not to forget the constant innovations that are being made to these sheets by the tile industry, such as the integration of self-cleaning properties or the elimination of atmospheric pollution. When these sheets are used as the skins of buildings, they help even more to care for our cities.



COVERLAM. Wall tiles: Basic series.

Because they are fully resistant to scratches, abrasion and fire, ceramic sheets of higher thicknesses are currently used as kitchen countertops, combining modern looking work surfaces with the assurance of unparalleled protection.

Because they are fully resistant to scratches, abrasion and fire, ceramic sheets of higher thicknesses are currently used as kitchen countertops, combining modern looking work surfaces with the assurance of unparalleled protection. Likewise, due to their low porosity, they do not absorb dirt and they avoid the spread of germs and bacteria, helping to keep surfaces as clean as possible. Some architects and designers take advantage of the aesthetic potential of these sheets on other surfaces, even using them as cladding on kitchen furniture in the case of very lightweight slimline sheets, creating modern, versatile settings with multiple uses.



HALCÓN CERÁMICAS. Floor tiles: Madox series.



PORCELANOSA. Floor tiles: Highker series / Hannover collection.



COVERLAM. Wall tiles: Lava series.



Casa AA by architects Carlos Ferrater & Xavier Martí, OAB (Barcelona). Built in 2011. Large-format slimline ceramic sheets by Saloni.

With ceramic sheets, there is no limit to the seamless continuity that can be achieved, given their suitability for indoor and outdoor areas, walls and floors, and as cladding on furniture.

These large-format sheets also contribute to sustainable buildings and a good environmental balance. Given their slimline thickness, they can be laid on top of other existing materials on walls and floors, without having to remove or demolish the existing one first, reducing the amount of rubble and

These large-format sheets also contribute to sustainable building and a good environmental balance, improving the efficiency of both industrial and building processes.

work times. For the same reason, they are not such a heavy load for the existing structure, avoiding future structural problems while also guaranteeing easy care. Even more importantly, because less material is used per square meter, this improves the efficiency of both industrial and building processes:

a factor of increasing importance for manufacturers, building professionals and even end consumers. Sustainable construction processes are clearly a priority for the tile sector, and it will continue its tireless quest to innovate and to invest in developing increasingly eco-friendly ceramic materials ■



EMOTION CERAMICS. Floor tiles: Energy series/collection.

SHOWROOM // LATEST TRENDS



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NEWS FROM TILE OF SPAIN

TRAINING ON THE BENEFITS AND APPLICATIONS OF CERAMIC TILES

ASCER has resumed their face-to-face training activities so as to provide different groups of tile specifiers with information and tools for improving their work, whether they are architects, designers, distributors or tile fixers.



For the first time, a visit for a group of tile fixers and distributors from the UK has been organized to visit Castellón in Spain, where 90% of the Spanish tile manufacturing industry is concentrated. For three days, the participants will receive top-quality training on the latest techniques and innovations

in large-format ceramic materials. They will also be able to gain a first-hand insight into tile production processes through a visit to a manufacturing plant. This initiative has been organized with the collaboration of TTA and the support of the Castellón Chamber of Commerce and IVACE.

An online webinar was also organized, aimed at French tile fixers and distributors, with a presentation by Proalso of how to lay large-format tiles and ceramic sheets. The Kerápolis platform was also presented as a tool in boosting sales and an overview was given of forthcoming tile trends for 2022 ■



PARTICIPATION IN THE SURFACE DESIGN SHOW

Tile of Spain will have an information stand at the Surface Design Show, the London coverings event held from February 8th to 10th. Up to 12 tile brands will showcase their latest products and interesting new innovations at the event. The Surface Design Show was visited by almost 5,000 people in 2020, 83% of whom worked in the architecture and design sectors ■

AN ANALYSIS OF DISTRIBUTION IN THE GERMAN TILE MARKET

ASCER has collaborated with the German tile association VDF in drawing up a report that analyzes what factors influence architects and designers in their choice of building materials. Germany is one of the main markets for the Spanish tile sector, with a demand for superior high-performance products. In late November, a presentation of this fascinating report was given at ASCER's headquarters to companies under the Tile of Spain brand name, with an analysis of trends in the German market and some recommendations for tile brands interested in this target area ■

A VERDICT IS REACHED ON THE 20TH TILE OF SPAIN AWARDS

In November, the jury of the 20th edition of the Tile of Spain Awards for Architecture and Interior Design met. The awards are organized yearly by ASCER to single out projects with a noteworthy use of tiles made in Spain. At this edition, the jury was presided by well-known architect Carlos Ferrater (OAB), an expert in Spanish tiles responsible for projects as important as Paseo de Poniente, Benidorm's waterfront promenade ■



This year, the 20th edition of the Tile of Spain Awards was held, with a highly prestigious jury.

Tile of Spain Awards

Architecture

Interior design

Prizes

Architecture: 15.000 €

Interior design: 15.000 €

Degree project: 5.000 €

tileofspainawards.com

Twentieth edition

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