

CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

THE LATEST TRENDS IN CERAMIC TILES

A STRONG PRESENCE AT CERSAIE

TILE OF SPAIN & UN AGENDA 2030

HOMES WITH CERAMIC MATERIALS

49



Editorial

Tiles with endless potential

After taking a look at the latest new products and innovations, if there is a common denominator that defines the products from Tile of Spain manufacturers, it would have to be their “endless variety.”

The colors, surface finishes and chromatic effects have multiplied. They also come in a myriad of different formats and sizes, from tiny tiles to big sheets for cladding whole living spaces with just a minimum number of tiles.

In addition to covering our walls and floors, tiles also offer endless potential by interacting in a visual, tactile, and emotional level with the people who live in these spaces. In the “Unique Homes” report, you can discover some original uses for ceramic tiles, perfect for transforming living spaces into unique, one-of-a-kind homes.

Ceramic tiles are sustainable products, and, on top of their functional and aesthetic value, they also contribute to our wellbeing. Another “endless” quality is their capacity to blur the boundaries between indoor and outdoor areas, uniting both areas of the home. The Home Trends Observatory has analyzed the latest trends in ceramic tiles, finding that they once again prioritize the need to transform our homes into comfortable, vibrant living spaces that can also act as a refuge and contribute to our physical and mental wellbeing.

As well as their long life (50 years according to lifecycle analyses), ceramic tiles also stand out for their cyclability as a material. This means that the expected useful life of a tile is prolonged, hence contributing to responsible consumption and to a much-needed circular economy ■

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



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COVER PHOTO: CLIFF HOME BY ESTUDIO VIRAJE. PORCELAIN TILES BY KERABEN GROUP. PHOTOGRAPHY: GERMÁN CABO.

TRENDS IN TILED SURFACES FOR 2022/23

Following the pandemic, numerous trends have started to take hold in the refurbishment of homes and public spaces with special emphasis on aspects like health and sustainability: two core concepts in design and innovation. More than ever before, links with nature and the open air are sought, together with solutions for ensuring product cycle.

These core concepts open up a magnificent window of opportunity for ceramic tiles in design projects for homes and public spaces, given their broad design potential and possible use in technical so-

lutions able to meet any construction requirements without overlooking the fact that they are also natural, sustainable materials. Following a detailed analysis of the home design scenario and certain sociodemogra-

phic factors, the Home Trends Observatory, made up of the ICT's Home Product Unit, AIDIMME and AITEX, has identified four main trends in design for 2022/23.



DECOCER. Argos collection.

1

EXPRESSION OF NATURE

This trend seeks to experiment with textures, colors, and unprocessed materials, working with nature in a sustainable way instead of using up our natural resources. Materials are evoked through unprocessed, rough, uneven finishes and even through faded or worn effects or deliberate imperfections. The depletion of our natural resources has also inspired growing numbers of designs based on the re-use or recycling of materials or the use of eco-friendlier biodegradable ones. The Expression of Nature trend can take the following three forms:



Meaningful imperfections

Tiled surfaces conspicuous for their imperfections, with uneven edges, scratches, and an unfinished appearance.
Photos 02 & 03.



Metal patinas

Tile finishes inspired by rusty or oxidized metal effects, achieved with magnificent realism. The glazes reproduce the appearance and colors of these flaws with more precision than ever before.
Photos 04 & 05.



Creativity with materials

Surfaces with a mixed, marbled, or stratified appearance, with pigmented features.
Photos 06 & 07.



- 01.- SANCHIS HÔME. Colored Concrete series – Colored Concrete Earth collection.
- 02.- ALAPLANA. Surat series. Collection 20 Thick.
- 03.- PORCELÁNICOS HDC. Maestrat series/collection.
- 04.- CRISTACER. Iron series.
- 05.- APAVISA. Lamiere series/collection.
- 06.- LAND PORCELÁNICO. Petri series/collection.
- 07.- EL BARCO. Impression series/collection.

2

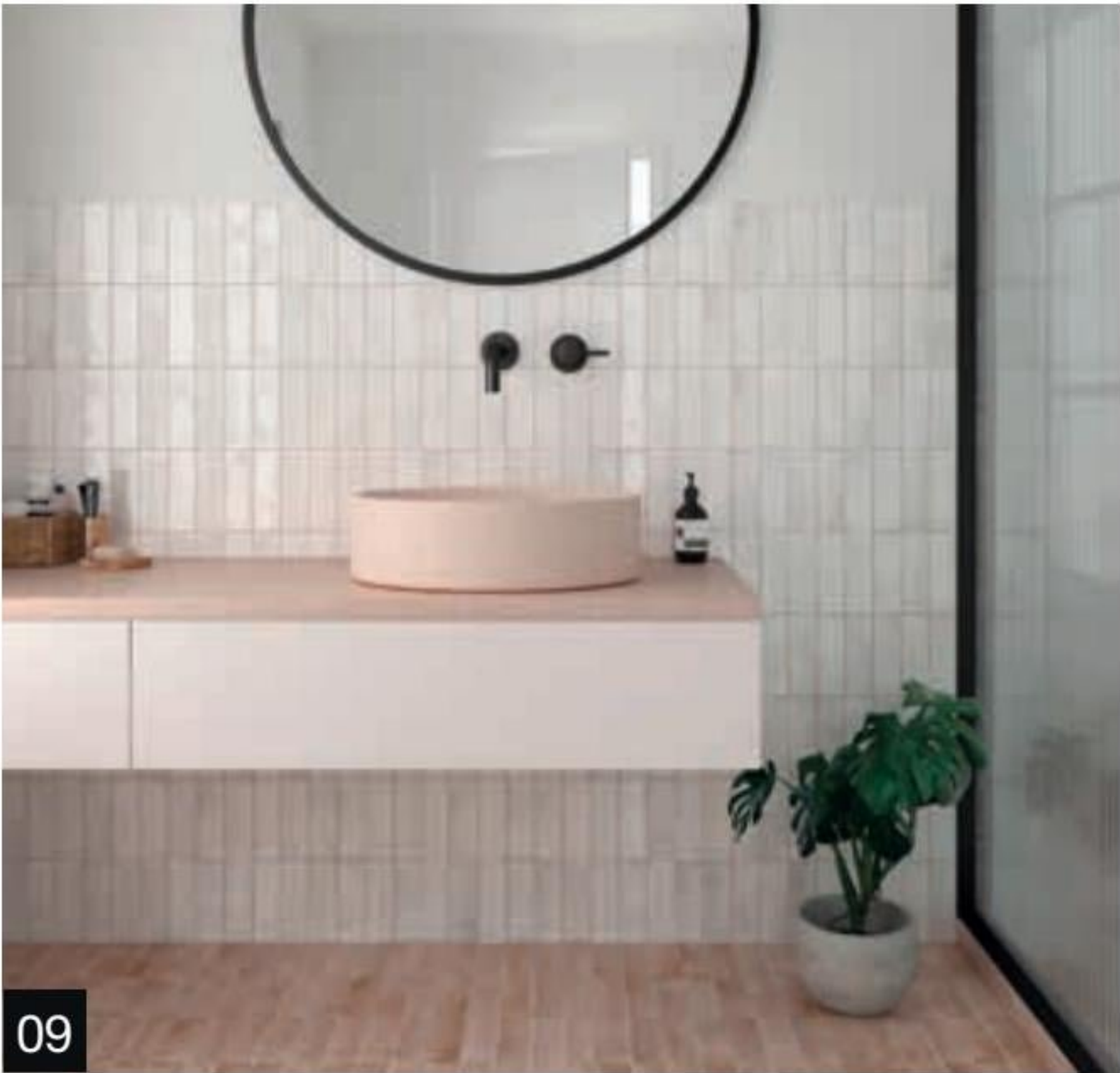
EMBRACING EMOTIONS

This trend focuses on products able to foster a sensation of wellbeing, comfort and security, based on simple designs, comforting textures and luminous colors seemingly bathed in sunlight, aimed to trigger an emotional response. There is also a fancy for handcrafted looks and a desire to connect indoor and outdoor areas. Anti-bacterial materials and products that improve the indoor air quality of the home are still important priorities. This trend can be subdivided into these three sub-trends:



Designed nature

Characterized by a use of volumes, rooted in nature, with wavy contours, fluted surface reliefs, and pigments. Based on concepts like tradition, technology and even sustainability. *Photos 09 & 10.*



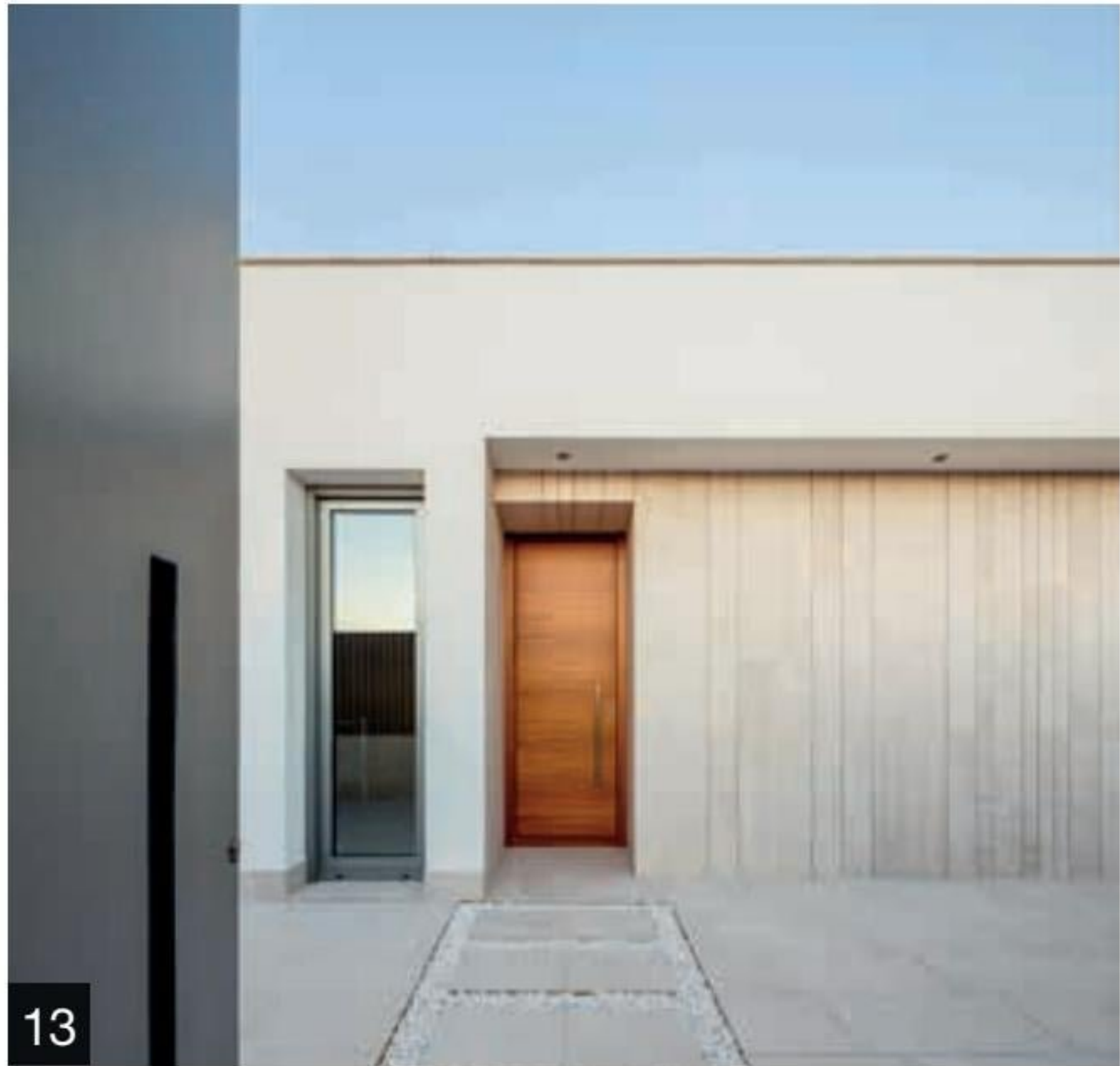
Revamped creativity

These surfaces offer a new take on artisanal or minimalist designs, using warm, comforting colors that seek to boost your state of mind. Who said that minimalism and color are incompatible? *Photos 11 & 12.*



A subtle tactile appeal

With their ribs and pleats, these surfaces make a dual visual/tactile impression. *Photos 13 & 14.*



- 08.- EL MOLINO. Dakota series.
- 09.- EQUIPE CERÁMICAS. Coco series/collection.
- 10.- HARMONY INSPIRE. Mare by Dsignio collection.
- 11.- ROCA. June series. Stones collection.
- 12.- ZYX. Matter series/collection.
- 13.- CERÁMICA MAYOR. Stromboli collection.
- 14.- GRESPANIA. Fosil series.



3

EXUBERANT BALANCE

This is the most striking, fun-filled trend, based on bright colors, dynamic patterns and exuberant finer details, counterbalanced by certain minimalist touches. With the growing digitalization of today’s world, videogame aesthetics have become popular, opening new creative possibilities. This trend also stands out for its use of collage, taking advantage of color and texture to highlight certain features, together with amazing geometrical designs reminiscent of the 1960s and 70s. Exuberant balance can be subdivided into three sub-trends: revamped maximalism, imminently digital, and hyper-nature.



Revamped maximalism

Shapes and patterns are all important, with continuing explosions of color.
Photos 16 & 17.



Imminently digital

This sub-trend seeks to recreate handcrafted, artisanal looks in new bolder versions that turn their back on classic conventions. Saturated colors are combined with finishes evocative of natural materials and their slight imperfections.
Photos 18 & 19.



Hyper-nature

Geometrical patterns are a typical feature of ceramic tiles. This trend updates them through a skilful use of size and scale, with amazing expressive results.
Photos 20 & 21.



- 15.- REALONDA. Gatsby series.
- 16.- CEVICA. Tender collection.
- 17.- UNDEFASA. Moments series.
- 18.- RAGNO. Sol collection.
- 19.- CERACASA. Capri series. Concept collection.
- 20.- ESTILKER CERÁMICA. Floor: Berlín Hexágono series / Walls: Kiev series.
- 21.- KEROS. Maison series. Belle Epoque collection.

4

ENIGMATIC LUXURY

Chic sophistication, technology and luxury are the three keys to this trend, based on neo-industrial digital looks. These surfaces stand out for their liquid or faded appearances, conjuring up futurist worlds and appealing to our sense of touch.



22

Digital liquids

Lines and shapes with Art Deco reminiscences are the main features of this sub-trend, with a predominance of geometrical designs, subtle metal effects and, in particular, a use of gold.

Photos 23 & 24.



23

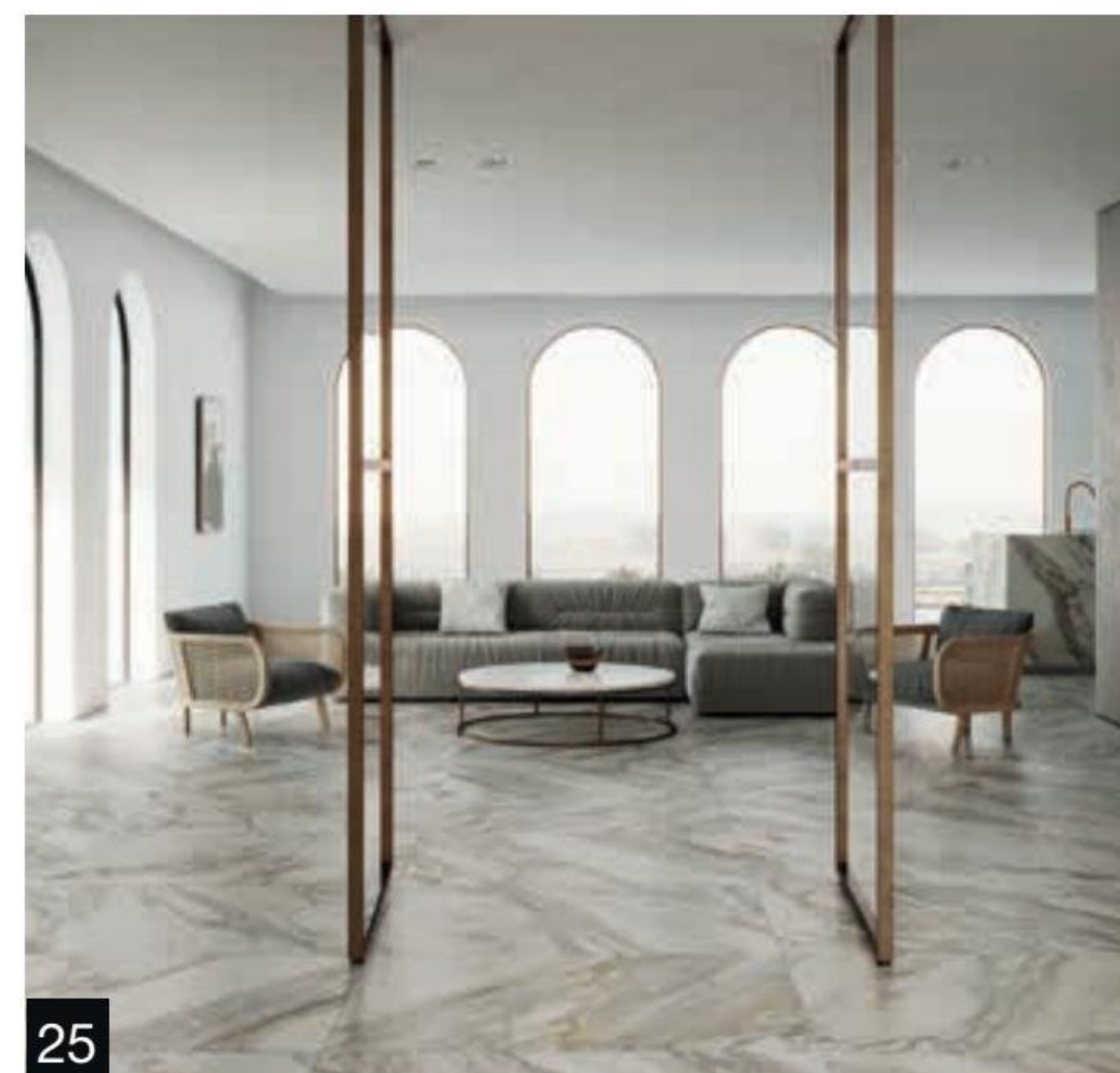


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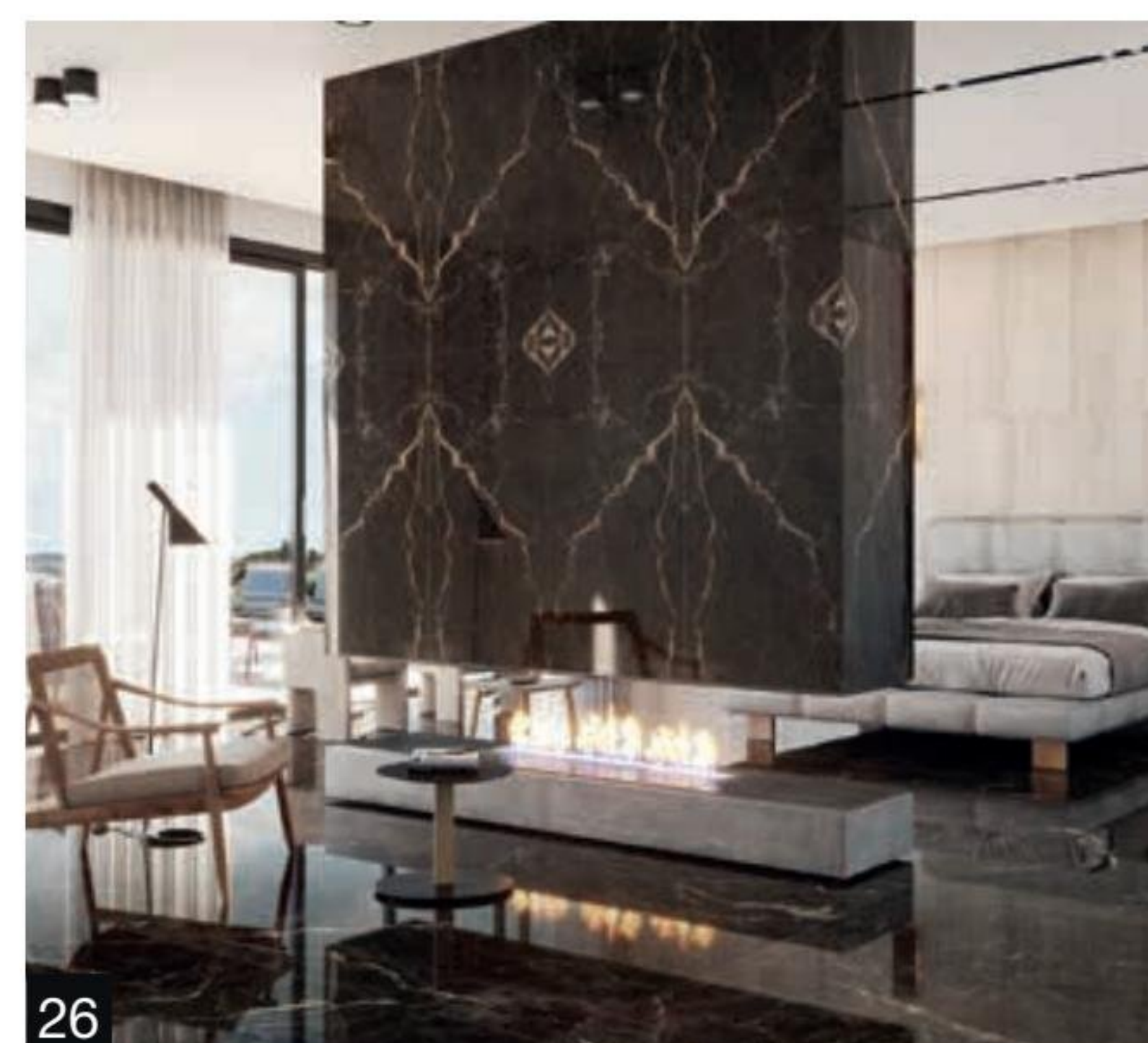
Glam

Glam is mainly associated with futurist-looking surfaces, using digital color as a distinguishing hallmark and finishes in glossy shades.

Photos 25 & 26.



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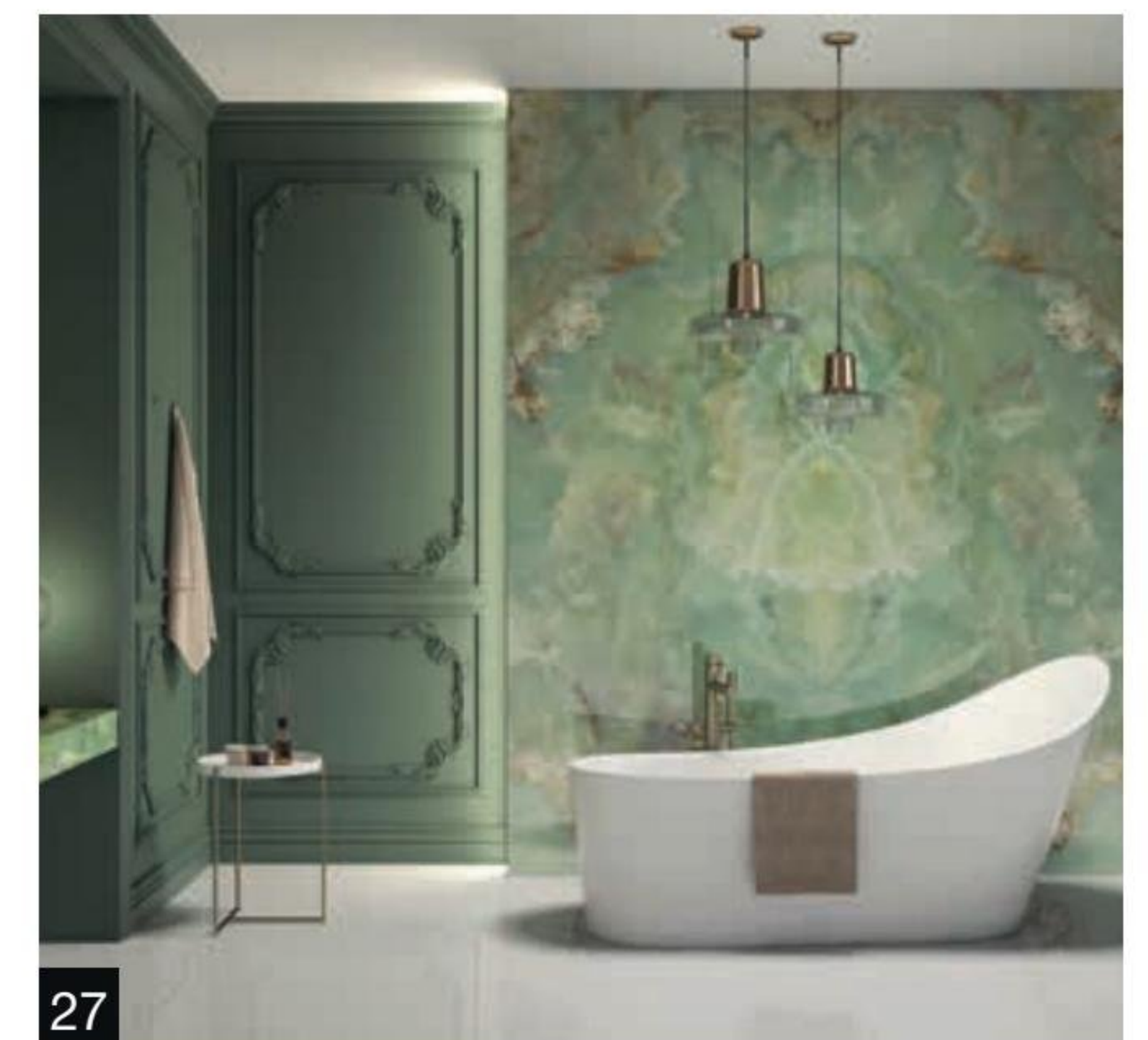


26

Enveloped in marble

Tiled surfaces take on a new role as decorative features in themselves, with finishes inspired by marble, agate, or quartz on large-format sheets. A look conspicuous for its stylish elegance and deluxe distinction.

Photos 27 & 28.



27



28

- 22.- GRESPANIA. Izmir series.
- 23.- LAND PORCELÁNICO. Canyon series/collection.
- 24.- AZTECA CERÁMICA. Floor: Synthesis series/collection / Walls: Domino series/collection.
- 25.- SALONI. Floor: Avenza series/collection.
- 26.- CERÁMICAS FANAL. Floor & walls: Windsor series/collection.
- 27.- ARKLAM. Floor & walls: Onix Jade series/collection.
- 28.- XTONE. Floor & walls: Viola Blue Collection/ Viola series.

A STRONG PRESENCE AT CERSAIE BY TILE OF SPAIN'S COMPANIES

From September 26th to 30th, Bologna Fiere trade fair center hosted a new edition of CERSAIE. This edition, the first with no Covid-19 restrictions, stood out for its very high exhibitor and visitor numbers, with a figure of over 93,000 visitors.

The next major event for the sector is CEVISAMA, scheduled for last week of February, from February 27th to March 3rd at Feria Valencia.

The event, which has grown in its international coverage, counted with the presence of almost 70 Spanish wall and floor tile manufacturing companies and brands. The companies represented by Tile of Spain took part under the slogan #DiscoverTileofSpainatCersaie and, once again, they were the biggest foreign delegation at the trade fair.

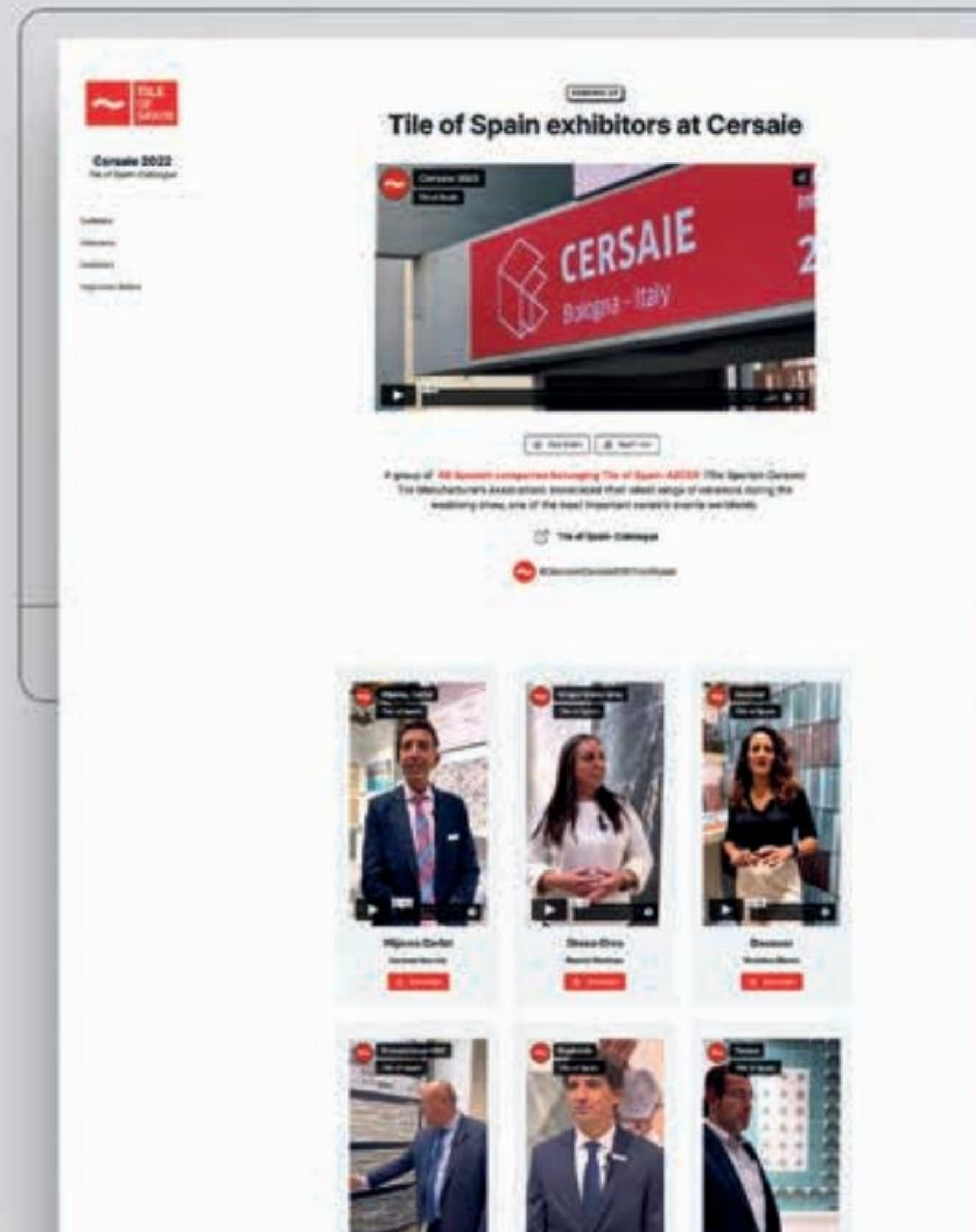
For this edition of Cersaie, a special microsite was developed (<https://www.tileofspain-cersaie.com/summary>), featuring a directory of the Tile of Spain companies participating in the event in the form of an online catalog. It also offers a brief outline of the main new products presented at the stands, together with videos and interviews with representatives of the Spanish brands. The microsite is designed to act as a swift, simple reference tool for mobile phone users so that they can access details of the Spanish exhibitors at the event. During and after the trade fair, the Spanish companies' indefatigable activities could be followed on Instagram at @tileofs-



CERSAIE 22

Tile of Spain exhibitors at Cersaie

A group of **68 Spanish companies** belonging **Tile of Spain-ASCER** showcased their latest range of ceramics during the weeklong show, one of the most important ceramic events worldwide.



<https://www.tileofspain-cersaie.com/summary>

pain under the hashtags #DiscoverTileofSpainatCersaie and #TileofSpainatCersaie or, alternatively, on the microsite.

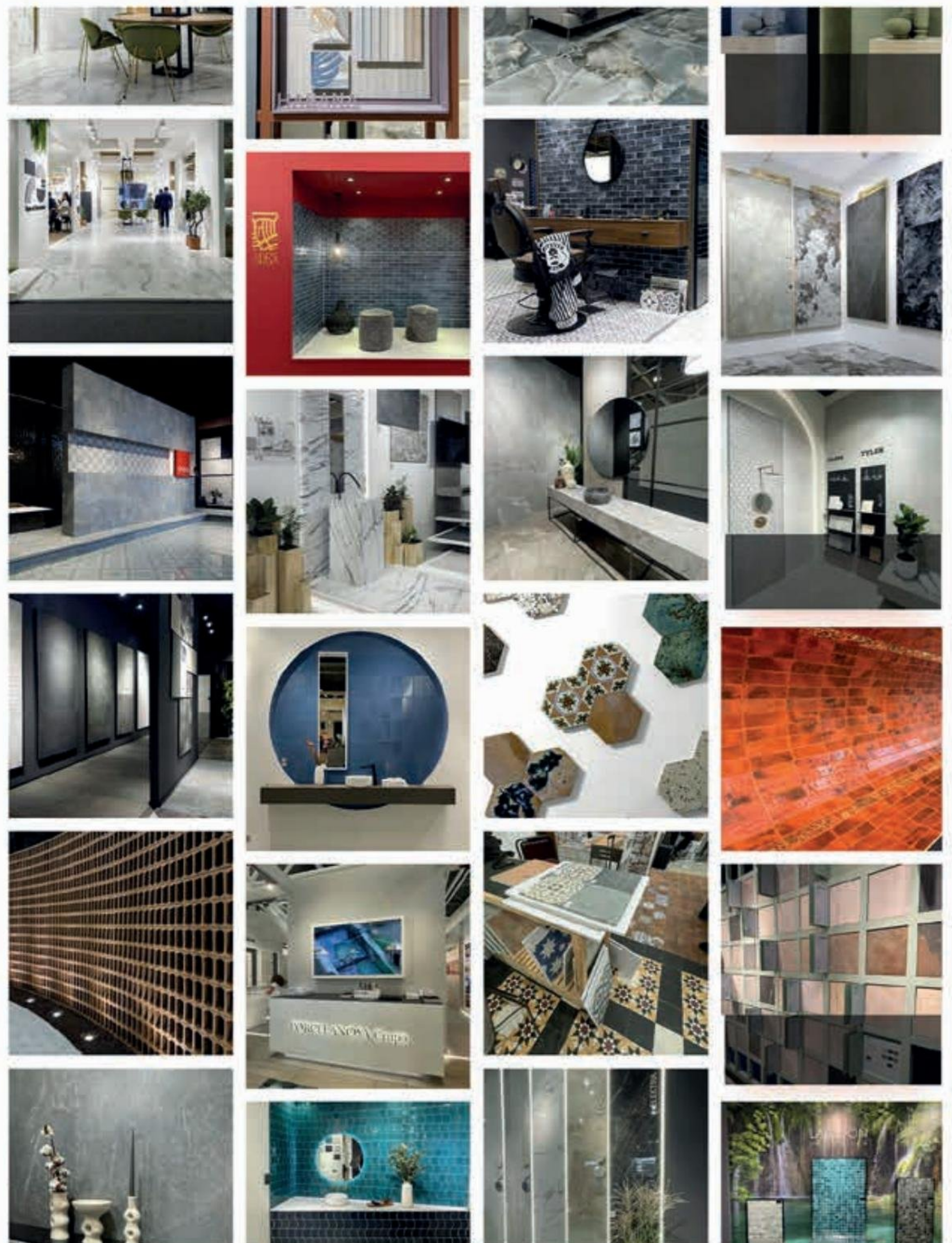
ALL EYES SET ON CEVISAMA

The next major event for the industry is CEVISAMA, scheduled for the last week of February, from February 27th to March 3rd at Feria Valencia. Spain's leading tile event will be making a comeback after a two-year halt due to the pandemic. This edition will feature new novelties, such as a new exhibition space, Cevisama Build, with a small selection of building solutions to round off everything else on display at the fair ■

CERSAIE 22

Tile of Spain exhibitors at Cersaie

A group of **68 Spanish companies** belonging **Tile of Spain-ASCER** showcased their latest range of ceramics during the weeklong show, one of the most important ceramic events worldwide.



THE SPANISH TILE SECTOR'S ALIGNMENT WITH UN AGENDA 2030

In 2015, world leaders adopted a series of global goals, aimed at ending poverty, protecting the planet, and ensuring that all people can enjoy prosperity as part of a new sustainable development agenda. The 17 Sustainable Development Goals (SDG) have specific objectives that must be achieved over the next 15 years.

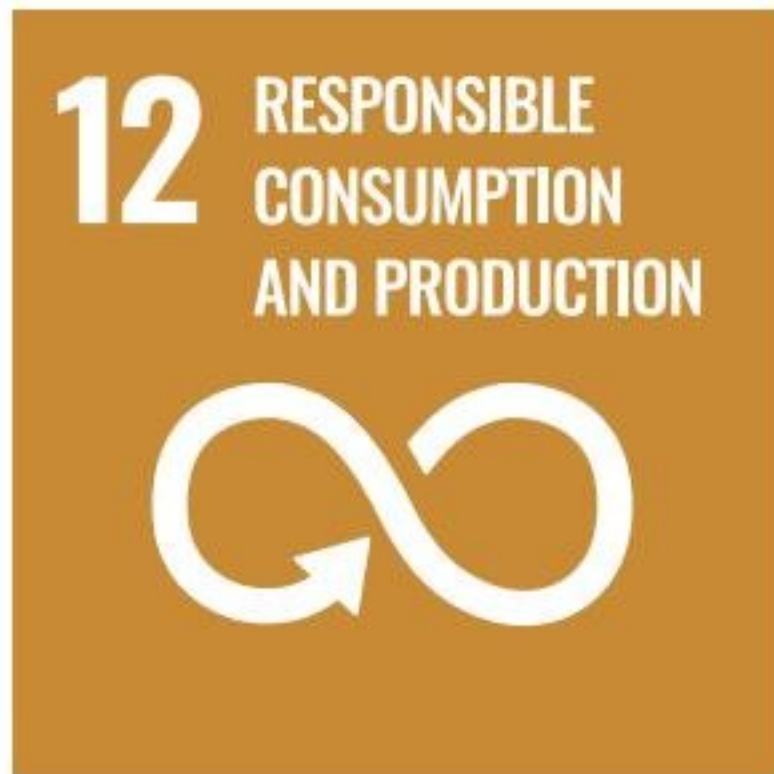
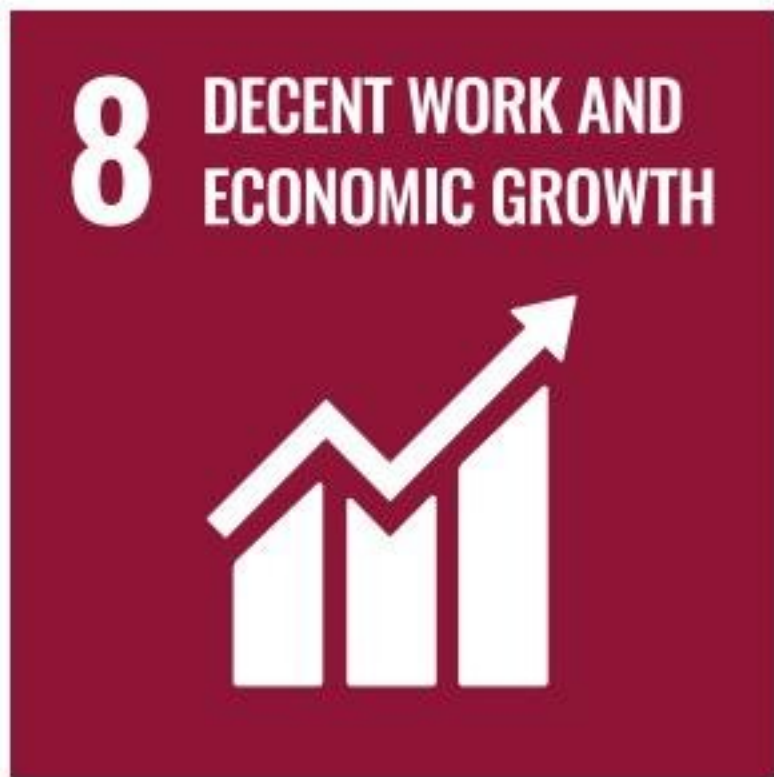
The Spanish tile manufacturing industry largely meets the Sustainable Development Goals (#SDG), and it is firmly committed to achieving them, making constant

efforts to do so. This is mainly possible due to the inherent characteristics of ceramic tiles and ongoing efforts by the industry to reduce its emissions and the consump-

tion of new raw materials by investing in technology and projects based on R&D&I. Adopted measures and headway in 7 of the #SDG must be highlighted:



SUSTAINABLE DEVELOPMENT GOALS



3 GOOD HEALTH AND WELL-BEING



Ceramic tiles are naturally non-toxic, with no VOC emissions. They are odorless and thanks to their impervious, harmless characteristics, they are germ-free, anti-allergenic, and more hygienic, contributing to healthier living spaces. Because they are easy to clean, with no need for any strong chemical products, ceramic tiles also contribute to the quality of indoor air. They are naturally fire resistant, with no toxic smoke emissions when exposed to fire.

6 CLEAN WATER AND SANITATION



Water is one of the raw materials used in the tile manufacturing process and also a refrigerant and cleaning agent. All the wastewater from production processes is re-used, ensuring zero discharges.

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



The Spanish manufacturing sector is committed to investing in technology, digitalization, and the development of R&D&I projects as a means of seeking solutions to economic and environmental challenges, such as the need for increased energy efficiency and the use of fewer resources. For this purpose, specialist institutions of worldwide reputation share their knowhow with the tile group.

7 AFFORDABLE AND CLEAN ENERGY



Natural gas is the main source of energy used by the tile sector as fuel for the kilns. The tile sector uses the best available technologies to boost its efficiency and, in 2021, it managed to reduce its gas consumption per m² of manufactured tiles by 6%. Spanish tile companies also take advantage of other energies, like solar energy. In 2021, they doubled their solar energy installations, and the figure is still rising. Another measure that helps to reduce energy consumption and global CO₂ emissions is the use of high-efficiency cogeneration systems.

The Spanish tile sector is committed to contributing to the achievement of the SDG established in Agenda 2030, through the development of more sustainable products and by improving its processes to make them eco-friendlier, hence helping to conserve natural resources.

8 DECENT WORK AND ECONOMIC GROWTH



85% of the industry's workforce is employed on a fixed-term basis and there are few temporary workers. The sector provides good quality employment for skilled professionals in broad-ranging areas, from work in the production plant, laboratories and design, R&D&I, marketing, and sales departments to its administrative staff. For each direct job that is created, 3.3 additional jobs are added to the Spanish economy.



Ceramic tiles contribute to the construction of healthier, more hygienic, safer homes. They guarantee energy savings during their use, while also reducing any replacement costs, thanks to their high durability.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Sustainable consumption and production consist of manufacturing more with less—and doing it in a better way. In tile production, almost all the manufacturing waste is re-used in the production process, hence reducing the need for new raw materials. Thanks to the durability of ceramic tiles and their long lifecycle—estimated at around 50 years—, their replacement with new materials is avoided. Because they are easy to clean and care for, this minimizes the use of cleaning or maintenance materials. Constant new innovations are also introduced by the sector, such as the development of slimline tile models, aimed at reducing the consumption of raw materials without relinquishing the properties associated with ceramic tiles. Fewer materials are needed to manufacture these tiles and a slight reduction in energy is achieved during the production process and other stages of their lifecycle, such as the transportation process, due to their lighter weight.

13 CLIMATE ACTION



The Spanish manufacturing sector is committed to the decarbonization of its production processes, and it has reduced its emissions by 60% in relation to 1980, mainly thanks to the adoption of natural gas as a fuel and to cogeneration energy systems. Alternative sources of energy to natural gas are currently being analysed, such as biomethane or green hydrogen.

Ceramic tiles are made of natural materials, but the production process requires high amounts of energy, thus emissions are generated. The Spanish tile industry is working in unison to reduce these emissions during all stages of the production process, striving to steadily decarbonize the sector by replacing current energy sources with renewable ones that can lead to a situation of carbon neutrality.



HOMES WITH CERAMIC MATERIALS

On average, we spend about 15 hours at home each day (and this is increasing with current trends) and so it is fundamental to use healthy materials there to safeguard our health. Numerous studies directly relate the materials used to make and decorate indoor spaces with the health and wellbeing of their inhabitants. Opting for healthy, sustainable materials in the construction of our homes reduces the possible risks while also boosting the quality of our lives.



Villa behind a wall. La Mirateca. Photo by Alejandro Gómez Vives. Tiles by Living Ceramics.

As a reflection of society's growing awareness of the need to live in healthier, more sustainable homes, an increase has been observed in the demand for and availability of housing with healthy, sustainable building certificates.

Because ceramic tiles are non-toxic, sustainable, functional covering materials that come in endless different styles and designs, they are a common feature of more prestigious single-family housing projects, from

the most futurist, minimalist types to the most traditional, rural ones.

Among some of the most fascinating contemporary design projects on the Spanish

Villa behind a wall. La Mirateca.
Photo by Alejandro Gómez Vives.
Tiles by Living Ceramics.





Casa C: Sea-facing villa by Martin Lejarraga. Photo by David Frutos. Tiles by Gres de Aragón.

architectural scene, mention must be made of ‘Villa behind a wall’: a superior architectural project that takes advantage of ceramic materials. Architectural studio La Mirateca strove to ensure that the interiors afforded the greatest possible freedom and flexibility to its users’ different needs. An immediate environment with a prominent use of ceramic tiles was created, with the emphasis on functionality, together with an outer area that highlights the appearance, geometry, and dimensions of the chosen materials.

‘A sea-facing villa’ is a Murcia-based project by Martín Lejarraga, with a very strong Mediterranean feel. Conceptually, the home was designed on two different levels, both



Choosing long-lasting, non-toxic materials with a low environmental impact during their lifecycle is a forward-looking decision that not only impacts directly on the environment but also on our health and on society.

◀ Casa Ele by Hernández Arquitectos. TAU cerámica.



Casa C: Sea-facing villa by Martin Lejarraga. Photo by David Frutos. Tiles by Gres de Aragón.

functionally and in terms of its materials. The bottom level, in contact with the sand and with bathers, is hard, textured, and rough, with the incorporation of a ceramic screen. The more abstract, closed-in top level features a ventilated façade made of large-format glossy white glazed tiles. These tiles reflect

the sun, the different colors of the sea and the sky at each moment of the day, echoing the surroundings.

The last project—Ca l'Ocell in Minorca by Ciertó Estudio—is a more bucolic, modest one. This villa, made up of different volumes,

forms an irregular-shaped ensemble reminiscent of traditional buildings in Ibiza and Formentera. One of these inner volumes draws particular attention thanks to its glossy glazed tiles and its central position in the heart of the villa, driven there like a stake where it acts as a centripetal force for the stairca-



Cliff home by Estudio Viraje. Porcelain tiles by Keraben Grupo. Photo by Germán Cabo.



Villa in Altea by Xavier Pastor. Museum Surfaces.

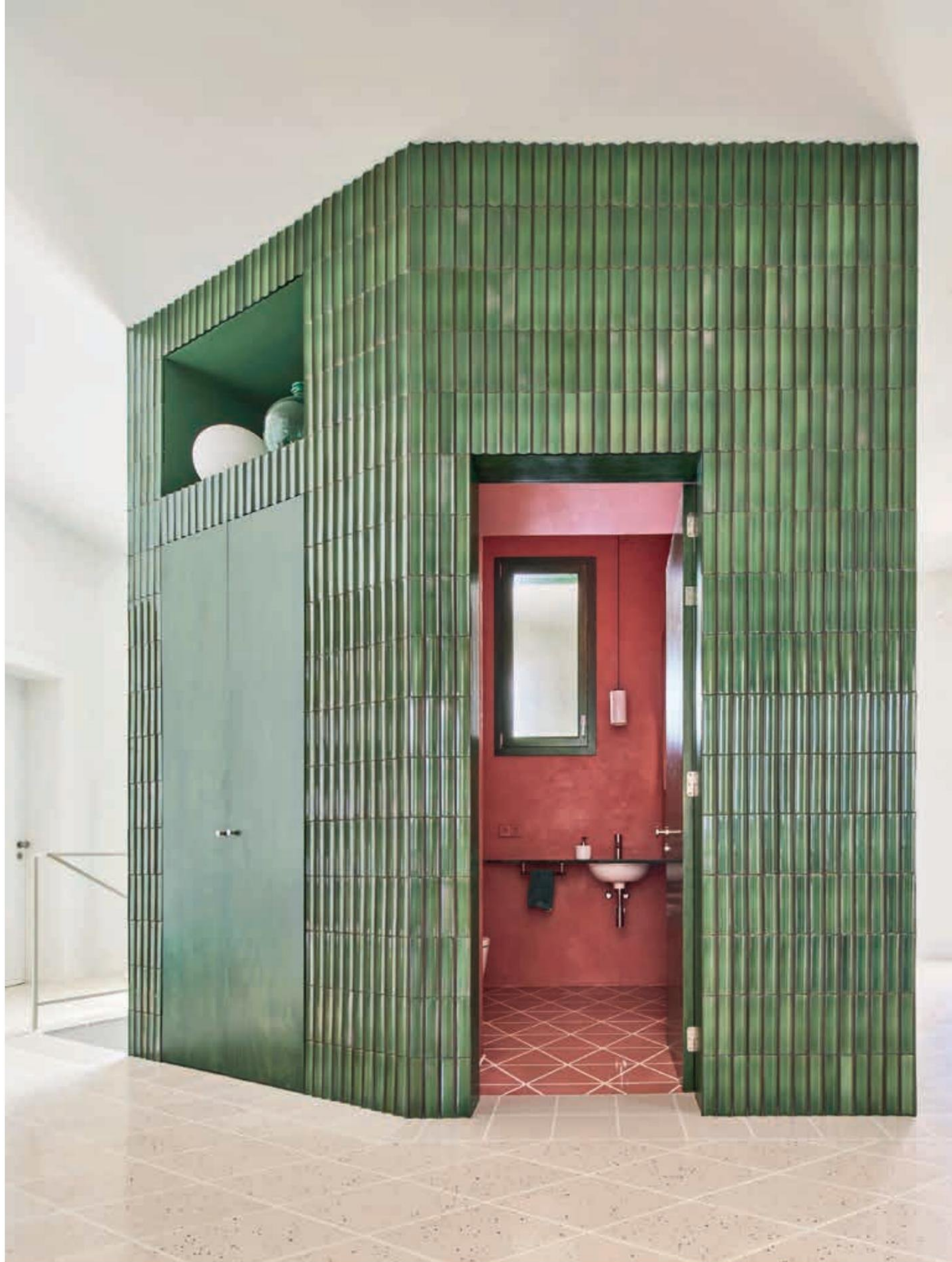
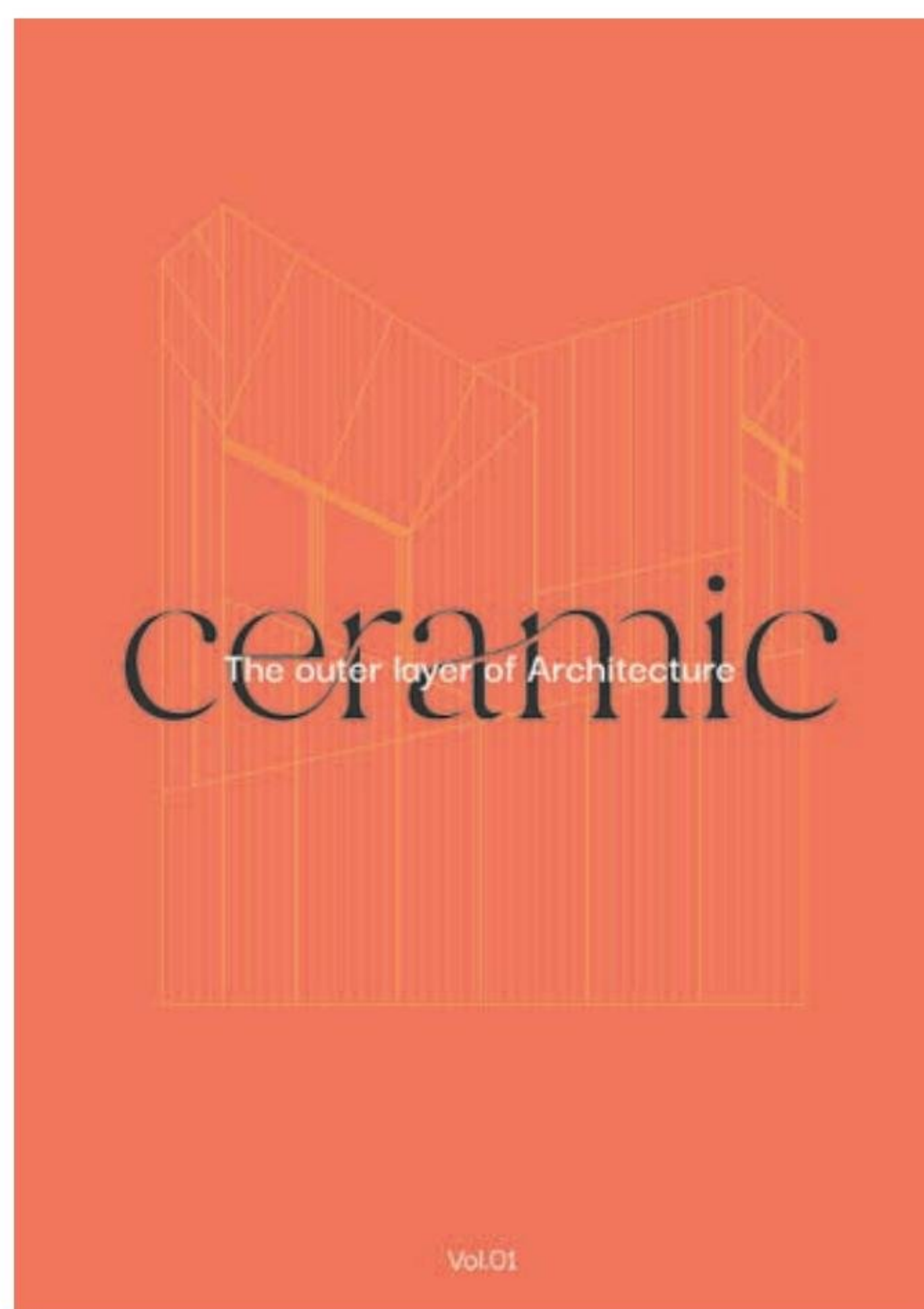
Numerous studies directly relate the materials used to make and decorate indoor spaces with the health and wellbeing of their inhabitants.

se and space around it. This central body is tinged green by the glazed ceramic tiles that clad it. The chosen tile model is a 6x20 cm. (6,4"x7,9") vertically laid moulding. In addition to illustrating the decorative appeal of ceramic tiles, it also lends this volume of the house character, thanks to the different effects of the textures and curved shape of the tiles. The tile model—like the house—has a characteristic angular shape that helps to capture and reflect the changing light found in Minorca to which the house is exposed throughout the day, intensifying the bright green shade of the tiles and infusing the space with warmth and luminosity.

CERASPAÑA/49

Sustainable products with a low environmental impact, like ceramic tiles, are a good long-term option, creating healthy spaces that can be inhabited for many years to come.

With the support of the Valencia Regional Ministry of Finance, ASCER has produced a publication that contains details of leading projects with ceramic tiles made by associated companies. The publication features projects for single-family, commercial, catering, hotel and refurbishment projects.



Ca l'Ocell by Cierito Estudio. Photo by José Hevia.

Choosing long-lasting, non-toxic materials with a low environmental impact during their lifecycle is a forward-looking decision that not only impacts directly on the environment but also on our health and on society ■

Ceramic tiles are non-toxic, sustainable, functional materials whose use helps to reduce possible risks in homes while also boosting the quality of life.



SHOWROOM // LATEST TRENDS



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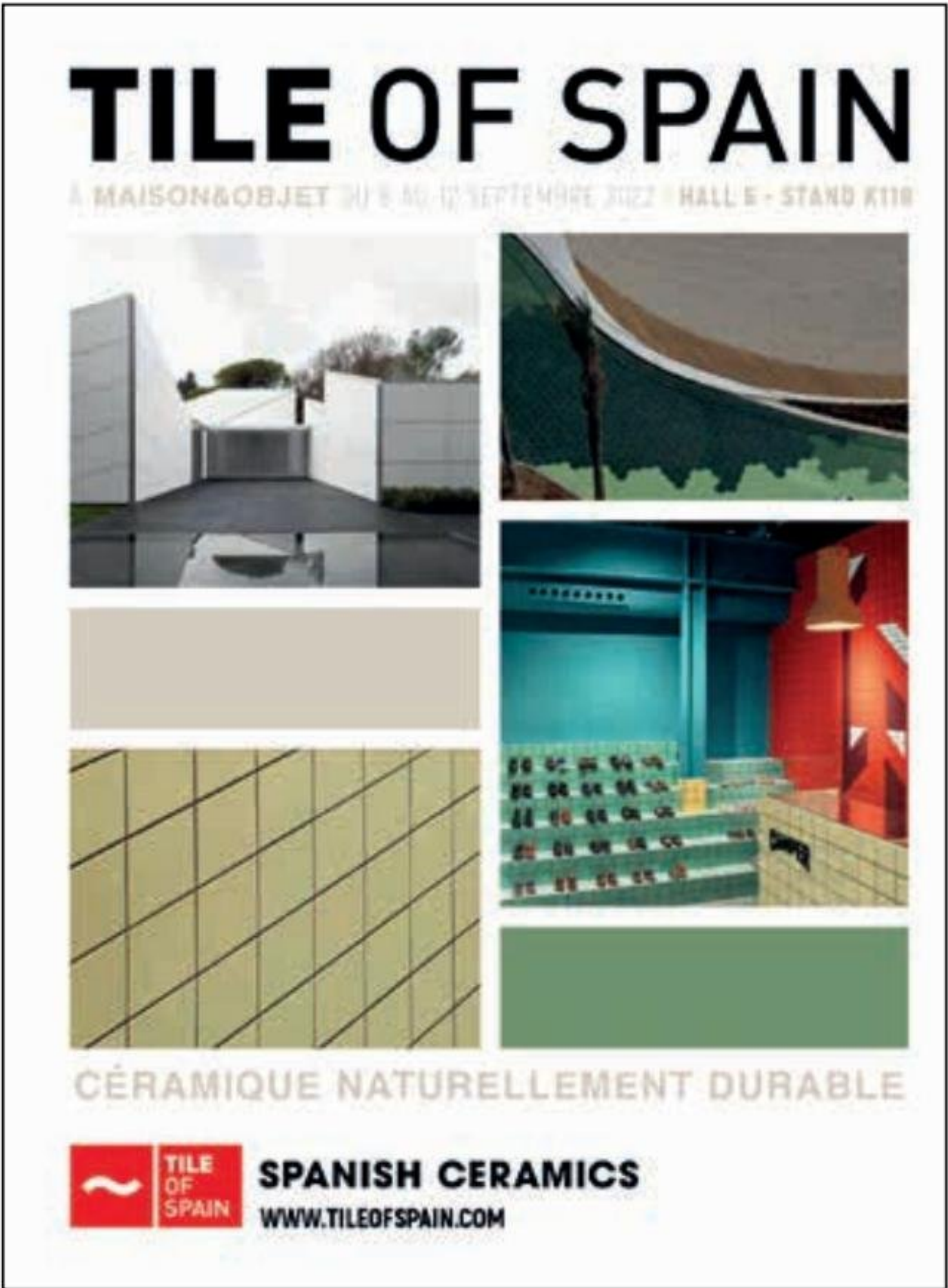
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NEWS FROM TILE OF SPAIN

TILE OF SPAIN AT MAISON & OBJET

From September 8th to 12th, Tile of Spain had an information stand at the Paris trade fair, Maison et Objet, featuring products by 12 companies. Tile of Spain participated in the event in order to demonstrate the versatility, design appeal, and innovative qualities of Spanish tiles to visitors. With this same goal in mind, in late June, it held a joint seminar at Cité de l'Architecture in Paris with Àvivre Magazine.

France is currently the top export market for Spanish tiles. During the first seven months of 2022, estimated sales worth over 300 million euros were made to the French market, 20% more than the same period in 2021 ■



THE 21ST TILE OF SPAIN AWARDS FOR ARCHITECTURE AND INTERIOR DESIGN ARE ANNOUNCED

This year marks the 21st edition of the Tile of Spain Awards for Architecture, Interior Design and Graduate Degree Projects, organized by ASCER in order to distinguish projects with a prominent use of Spanish tiles. The awards are sponsored by Endesa, PortValencia and PwC España.

British architect Eric Parry will lead the panel of experts who choose the winners in the three categories. The other members will be architects Biba Dow (Dow Jones Architects), Luis Rojo (Rojo-Fernández-Shaw) and José Juan Barba (the director of METALOCUS); interior designer Agnès Blanch (Estudi Vilablanch); and Ángel Pitarch, the president of CTAC.

The awards ceremony will be held at CEVISAMA 2023 during the last week of February ■



TILE OF SPAIN PROMOTIONAL ACTIVITIES IN GERMANY AND THE USA

Tile of Spain has had a very busy schedule this autumn. As well as taking part in Cersaie (Bologna, Italy) and Maison & Objet (Paris, France), training seminars for materials specifiers and get-togethers with distributors were also organized.

In the German market, a seminar was held in Düsseldorf in September and three get-togethers with distributors (Tile of Spain Insider Club) were organized in Düsseldorf, Frankfurt and Nuremberg. Germany holds 6th place in the ranks of Tile of Spain's sales markets, and, between January and July, sales to the German market rose by over 40%.

In the USA, the leading foreign market for Spanish tiles, a forum was held for architects, designers and trade journalists in the Orlando area. An event was held in the city of Winter Park, featuring a "Tile trend webinar" by Ryan Fasan, for which CEU credits were awarded, followed by a speech on new tile products and applications in collaboration with the well-known interior designer John McClain ■

#SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

Did you know that there are over 100 wall and floor tile manufacturers in Spain and that their products are distributed to 185 different countries? We've started a campaign on our social network pages to present all

the brands represented by Tile of Spain. We invite you to follow the campaign under the hashtag #weareTileofSpain #somosCerámica de España.



FOLLOW US ON OUR SOCIAL NETWORK PAGES
If you want to keep up to date with Spanish tile trends and designs, follow us on our Instagram pages at @tileofspain, @tileofspainusa, @tileofspaindeutschland y @tileofspain_russia

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THE INTERNATIONAL MEDIA VISIT IS A SUCCESS

Last June, a group of over 60 journalists and materials specifiers from 15 different countries travelled to Castellón's tile cluster to get to know the latest new products and innovations by Tile of Spain's companies. During their stay in Spain, the journalists visited numerous showrooms and production plants of Spanish tile manufacturers, where they received a first-hand insight into the industry's high level of technological development and its advances in sustainability.

Other activities were also scheduled, such as a visit to the winning project of the 20th edition of Tile of Spain Award for Architecture and to the Agora of the Valencia World Design Capital ■



Tile of Spain Awards

Architecture

Interior design

Prizes

Architecture: 15.000 €

Interior design: 15.000 €

Degree project: 5.000 €

Jury

Eric Parry (Eric Parry Architects) – President

Luis Rojo (Rojo Fernández-Shaw Arquitectos)

Biba Dow (Dow Jones Architects)

José Juan Barba (METALOCUS)

Agnès Blanch (estudi vilablanch)

Ángel Pitarch (CTAC)

tileofspainawards.com

Organize

ASCER

Spanish Ceramic Tile
Manufacturers' Association

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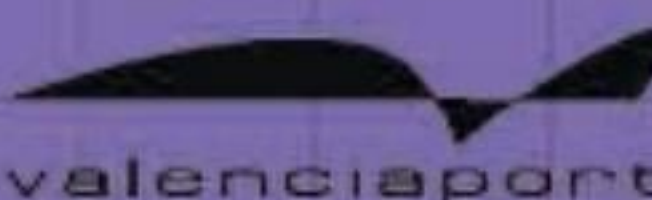
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