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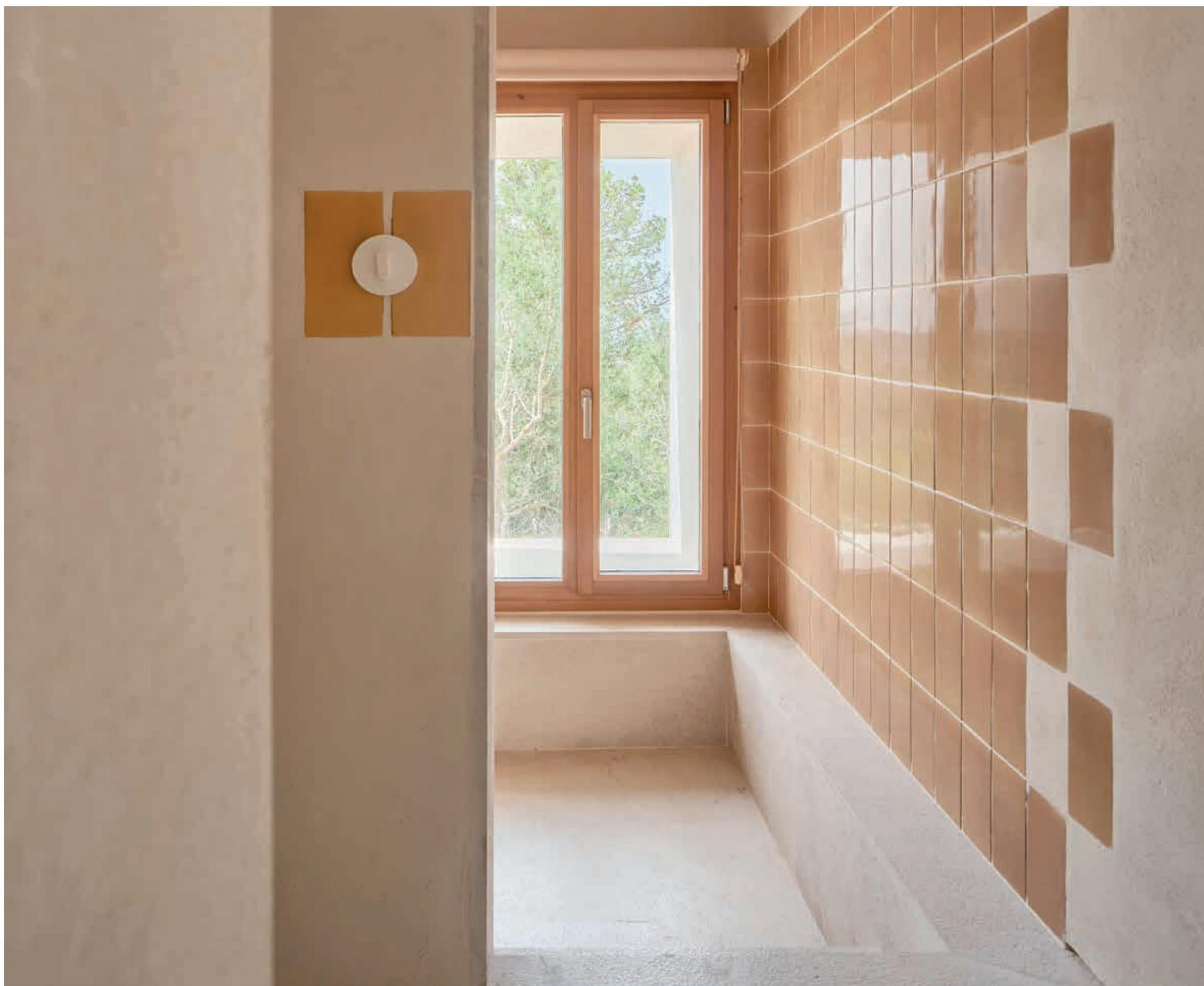
WATER & CERAMIC TILES

CEVISAMA: ANNIVERSARY EDITION

HOUSE OF MIRRORS

**WINNERS OF THE TILE OF SPAIN AWARDS
FOR ARCHITECTURE AND INTERIOR DESIGN**

52



Editorial

Inspiration in tiles

Welcome to a new edition of Ceraspaña. On this occasion, we focus on how ceramic tiles are redefining outdoor areas, terraces and pools thanks to their versatility, offering the possibility of eye-catching, functional solutions able to meet differing needs and climates. Ceramic tiles have become the perfect choice as a material, thanks to their durability, resistance, and wide range of designs.

The award-winning projects and finalists of the latest edition of the Tile of Spain Awards use ceramic tiles as a star feature in a wide variety of different backdrops. This year, projects for homes featured prominently where tiles were skilfully integrated in creative, functional style. The winning projects testify to the potential of ceramic tiles for transforming homes into habitable works of art.

This year, we were once again present at Fuorisalone, the Milan design fair, where the installation “House of Mirrors” caught visitors’ attention. This ground-breaking installation uses interplay between tiles and mirrors to create a new plane of existence that challenges your perceptions, interacting with the light and the immediate surroundings. “House of Mirrors” not only demonstrates the visual appeal of ceramic tiles, but it also explores their capacity to interact with settings and users in an amazing way.

Lastly, we tell you all about the 40th anniversary edition of Cevisama, held in February in Valencia. This leading industry trade event was more than just a platform for showcasing products, since it also acted as a forum for professionals in search of inspiration or wishing to collaborate in projects that promote architecture and interior design.

We hope that you find the inspiration and information you need in these pages to continue innovating and growing in the fascinating world of ceramic tiles. See you next edition! ■

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



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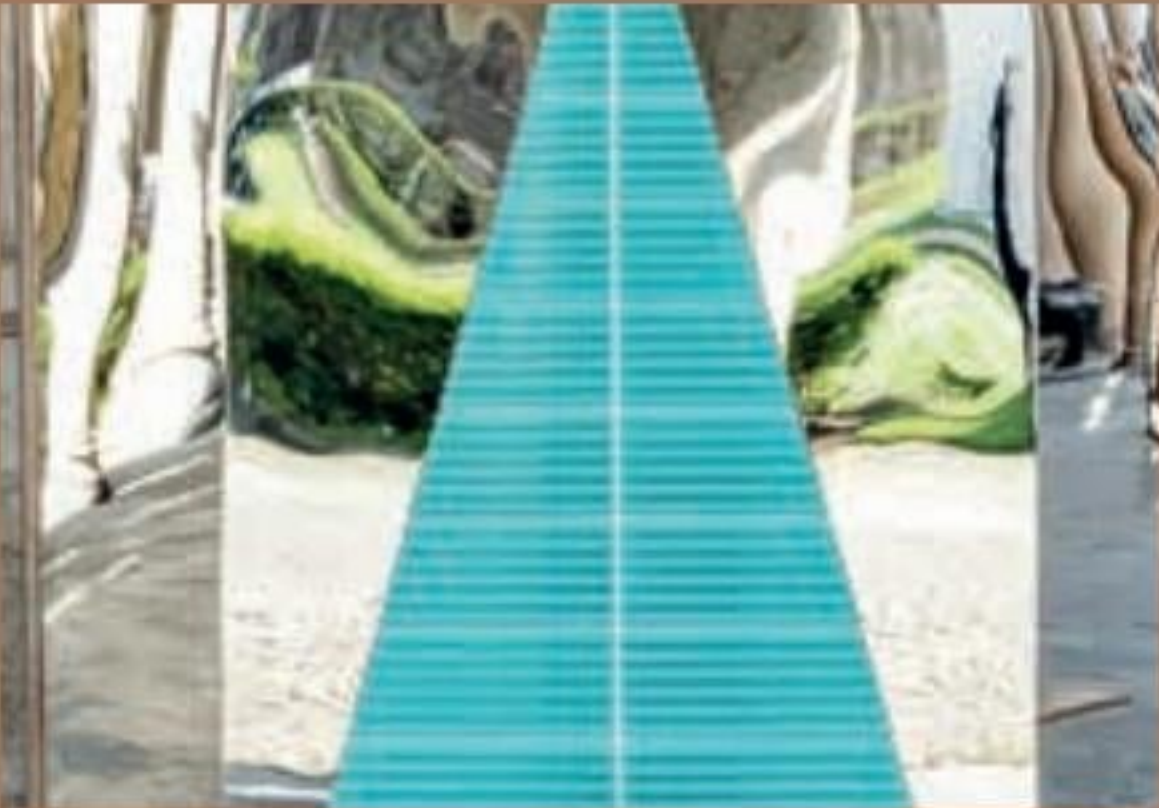
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COVER PHOTO: “HOUSE AT PUNTIRÓ”
BY RIPOLL-TIZÓN ARCHITECTS’
STUDIO, THE WINNING PROJECT
IN THE ARCHITECTURE CATEGORY.
PHOTOGRAPHY: JOSÉ HEVIA.

WATER, PEOPLE, CERAMIC TILES

Ceramic tiles are essentially made of earth, water, air and fire. Thanks to the manufacturing process, with a firing stage at high temperatures, tiles with a low porosity are achieved, ideal for use in extreme conditions or spaces in constant contact with water.



LA PLATERA, Eclat series.

With their impervious properties and resistance to weather changes, ceramic tiles guarantee outstanding performance, even in places subject to sharp temperature changes. Indeed, their durability, resistance, imperviousness and non-slip options make

them perfect for outdoor areas. They are not damaged by exposure to temperature changes, frost and ice, or sunlight, and their colors and properties remain unaltered. Here are a few ideas on how to extend the use of ceramic tiles to all areas of the home and to take

them beyond the indoors and even below the waterline.

With the arrival of summer, a dip in the pool is one of the best ways of cooling down, coping with soaring temperatures, and having



ROSA GRES, Serena Mix series. Serena collection.



BESTILE, Pools series. Eunoia collection.



REALONDA, Tangram Wood series. Photography: Konstantinos Pileidis.

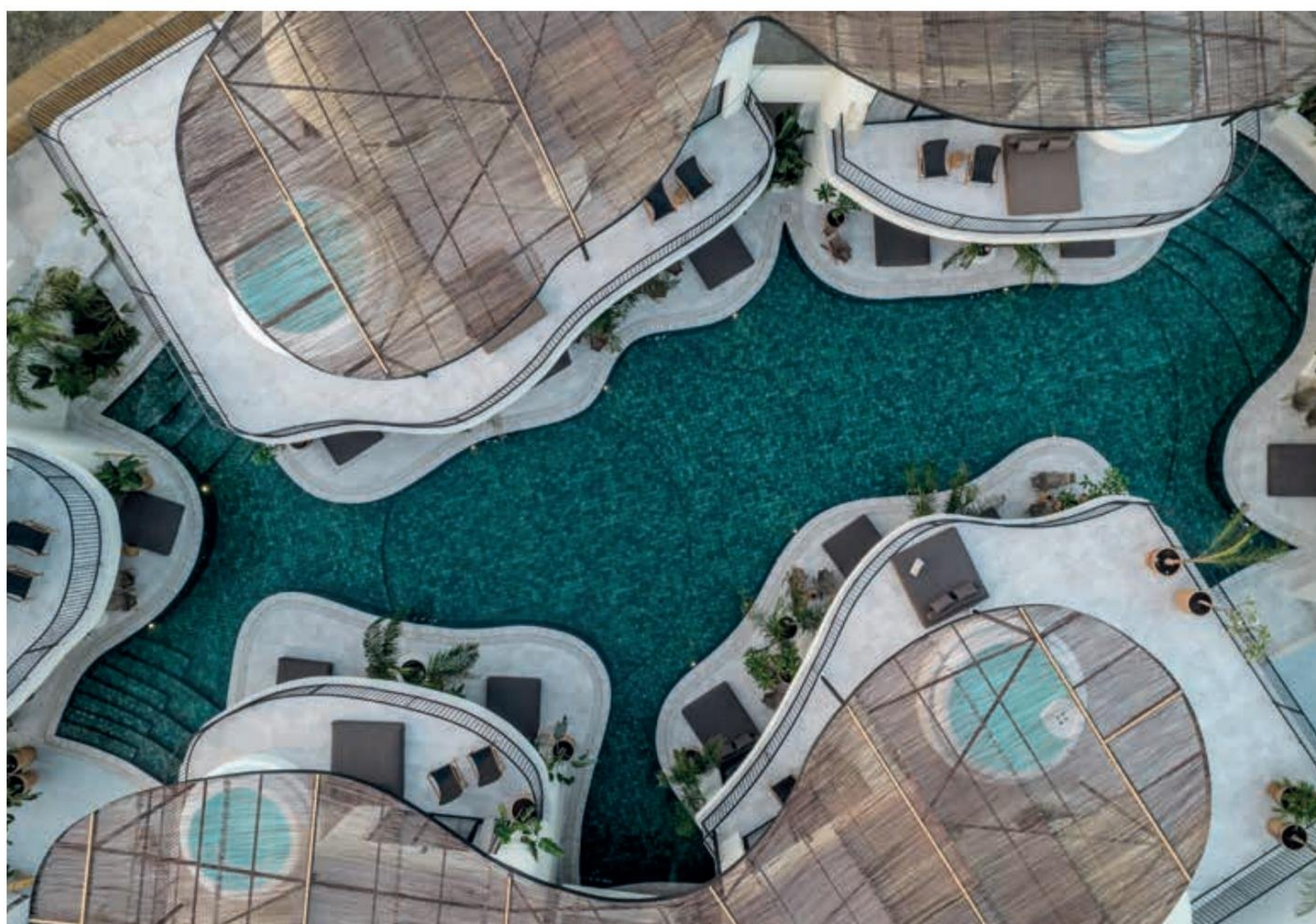


CERÁMICA MAYOR, Crosscut & Tropic collections.

fun. Tiles are the perfect material for the construction of swimming pools, thanks to technical properties such as their high resistance, durability and hygiene, preventing the spread of mold and bacteria and hence keep the water and surrounding area in optimum conditions. Added safety is also guaranteed by the wide variety of available non-slip options.

The advantages of ceramic tiles are not just limited to technical aspects. They also stand out for their endless variety of different looks, since they come in a broad range of different colors and designs, allowing you to add your own personal style to projects, depending on your preferences.

It is easy to create seamless transitions between indoor and outdoor areas of the home and to infuse living spaces with a more spacious feel. Just use the same tile model indoors and out and choose large formats so that there are fewer tile joints.



CERÁMICA MAYOR, Crosscut & Tropic collections.



DECOCER, Digs series-collection.



NATUCER, Aneto series.



SALONI, Blending series-collection.



CICOGRES, Aspen series. Maderas collection.



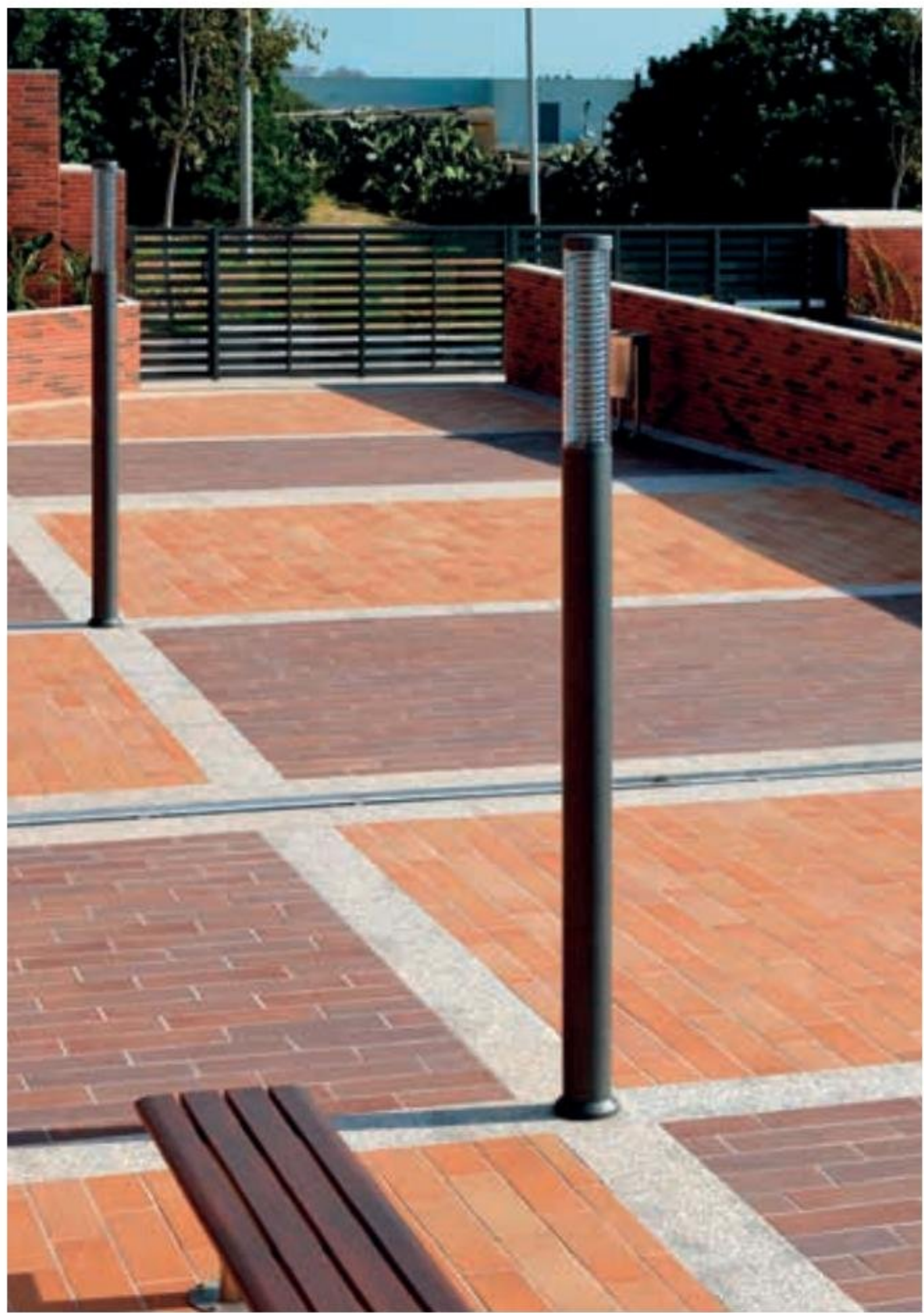
MIJARES, Montesa series. Piedras Irregulares collection.

SETTING SPACES APART

Terraces also deserve to be dressed up in exclusive tiles conceived to enhance the beauty of their immediate surroundings. A tiled wall or floor can be used as a special feature to add a whole new appeal to an outdoor space. Large-format tiles or more unusual models can bring a new chic elegance to terraces.

Given the high-performance properties of tiles, such as their endurance and non-slip, they are also perfect for pathways and paving in places like gardens, covered terraces, patios, streets, squares and boulevards.

Ceramic tiles are perfect for places in contact with water, such as pools or outdoor SPACES.



TERRAKLINKER - Gres de Breda, Natural & Lava collections.

WHAT A FAÇADE TELLS YOU

Façades are the outer image of a home and, at the same time, a protective shell. They must be made of superior quality materials, with an aesthetic design that fits in with the home's interiors. Large-format tiles are ideal for façades and they come in hundreds of different finishes and colors to suit all kinds of decorative projects and other needs ■



PERONDA, Cluny series. 4D Cluny collection.



Above, STN CERÁMICA, Chantal series. Stone collection. In the bottom photo, AZTECA, District 120 series. Stonecrete collection.



CEVISAMA, A CELEBRATORY EDITION

The 40th anniversary edition of the international trade fair Cevisama was held from February 26th to March 1st, 2024, at Feria de Valencia, with the participation of almost fifty companies members of ASCER.



Thousands of visitors flocked to the event to gain a first-hand insight into the products showcased by the exhibitor companies and to make the most of the extensive program of conferences and presentations, in addition to the Architects' Forum, and installations such as "Seating Experiments with Spanish Ceramic Tiles" by well-known designer Tomás Alonso. Several award ceremonies took place, in particular the ASCER-Tile of Spain Awards for Architecture and Interior Design. Some Spanish manufacturers complemented their presence at Cevisama by offering visits to their showrooms, while others held their own promotional events. The week-long fair was a marvellous opportunity for companies to draw attention to their unique tile solutions and the high added value they offer.

Following the success of the 2023 visit for materials specifiers, with the support of ICEX, a further visit was arranged by ASCER for almost 100 professionals, including journalists from the trade media, and architects and designers from 25 different countries. Journalists were able to see firsthand the latest products and innovations and have direct contact with the Spanish tile manufacturers participating in the fair.

On the second day of the event, ASCER-Tile of Spain held its international conference, where it presented the latest data for the industry and a yearly overview of 2023, together with information on promotional activities and new publications. The conference included an



The installation “Seating Experiments with Spanish Ceramic Tiles” by Tomás Alonso



The international press conference, attended by over 100 international journalists.

47 members of ASCER (a total of 43 manufacturers) took part in this 40th anniversary edition of Cevisama, which attracted over 70,000 visitors, 20,000 of whom were from outside Spain.

interesting insight into the evolution of trends in the use of ceramic tiles over the last 40 years by the Observatory for Tile Trends of the ITC-AICE.

Tile of Spain followed this edition of the fair and the companies that participated on its social networks and on its website, where a directory of all the exhibitors was uploaded, along with interviews held at the fair, videos and photographs of the stands and new products presented there ■

THE WINNERS OF THE 22ND TILE OF SPAIN AWARDS

The Tile of Spain Awards, organized and promoted by ASCER, single out architecture and interior design projects with a distinguishable use of Spanish wall and floor tiles. In 2023, the winners of the two categories (architecture and design) were selected by a distinguished jury made up of Carme Pinós (chairwoman), Jesús Olivares (COR Asociados Arquitectos), Inma Bermúdez (designer), Gracia Cardona (Diariodesign magazine) and Susana Babiloni (Castellón Architects' Association).

For yet another year, the prize award ceremony of these prestigious awards was held, with their well-known reputation in the field of Spanish architecture and juries and entrants that have included prominent names. The submitted projects demonstrate the utility and versatility of Spanish tiles in Spain and abroad. This edition was sponsored by Endesa and Valencia Port Authority with the support of the Valencia Regional Ministry of Finance. The prize-winners in the architecture and interior design categories receive a cash prize of 15,000 euros each.

THE ARCHITECTURE CATEGORY

The entry that was unanimously chosen to win the Architecture Award at this edition was “Casa en Puntiró” by the architectural studio Ripoll-Tizón. The jury singled it out as being a very well-integrated project, with a balanced approach to the materials and to structural and architectural aspects, tackled together right from the start. The jury praised the architects’ dexterity in their choice of materials and in the finer details at a construction level.

Ripoll-Tizón architectural studio also won the Architecture Award at the last edition with their project “Social Housing in Ibiza”.



At the prize award ceremony of the Tile of Spain Awards for Architecture and Interior Design, held this year during Cevisama.

THE FINALISTS IN THE ARCHITECTURE CATEGORY

The following finalists were chosen in the architecture category: “Square + bus-stop at Vinarós” by La Errería* architecture office (Luis Navarro Jover + Carlos Sánchez García); “Refurbishment and extension of Buenavista Cultural Centre” by Padilla Nicás Arquitectos + Mariluz Sánchez; “María Zambrano Infant & Primary School” by Magén Arquitectos, and “Transformation of an abandoned building into 27 apartments” by NUA architectures (Arnau Tiñena Ramos, Ferrán Tiñena Guimet, María Rius Ruiz).

INTERIOR DESIGN CATEGORY

The jury awarded a first prize and a special mention in the interior design category. The first prize went to “Isabel la Católica House. Drawing José M^a García de Paredes” by Agustín Gor Gómez (GRX Arquitectos).

The jury commended the fact that the project revolved around the use of a timeless, standard 10x10cm (4X4”) tile model, adapting it to the plasticity of the home. One single model was used to generate movement and it is sufficiently versatile to adapt to any kind of



“A Home in Puntiró” by Ripoll-Tizón architectural studio, the winner in the architecture category. Photography: José Hevia.



“Isabel la Católica House. Drawing José M^a García de Paredes” by Agustín Gor Gómez (GRX Arquitectos), the winner in the interior design category. Photography: Imagen Subliminal (Miguel de Guzmán + Rocío Romero).

surface, even curved ones. They also praised the careful choice of colors used throughout the project.

The Tile of Spain Awards have forged a well-known name among professionals from the field of architecture thanks to the very high standard of the winning projects and the distinguished members of the juries.

SPECIAL MENTION

The special mention went to “Casa nube” by Studio Animal. The jury praised the solution that was found for the common problem of how to refurbish a highly compartmentalized small or medium-sized home; in this case, by placing all the communal areas on one side and the private

areas on the other, with a buffer area between them, differentiated formally and in terms of its materials. This buffer contained all the wet areas, and it acted as a filter or cloud between the home’s private and communal spaces.

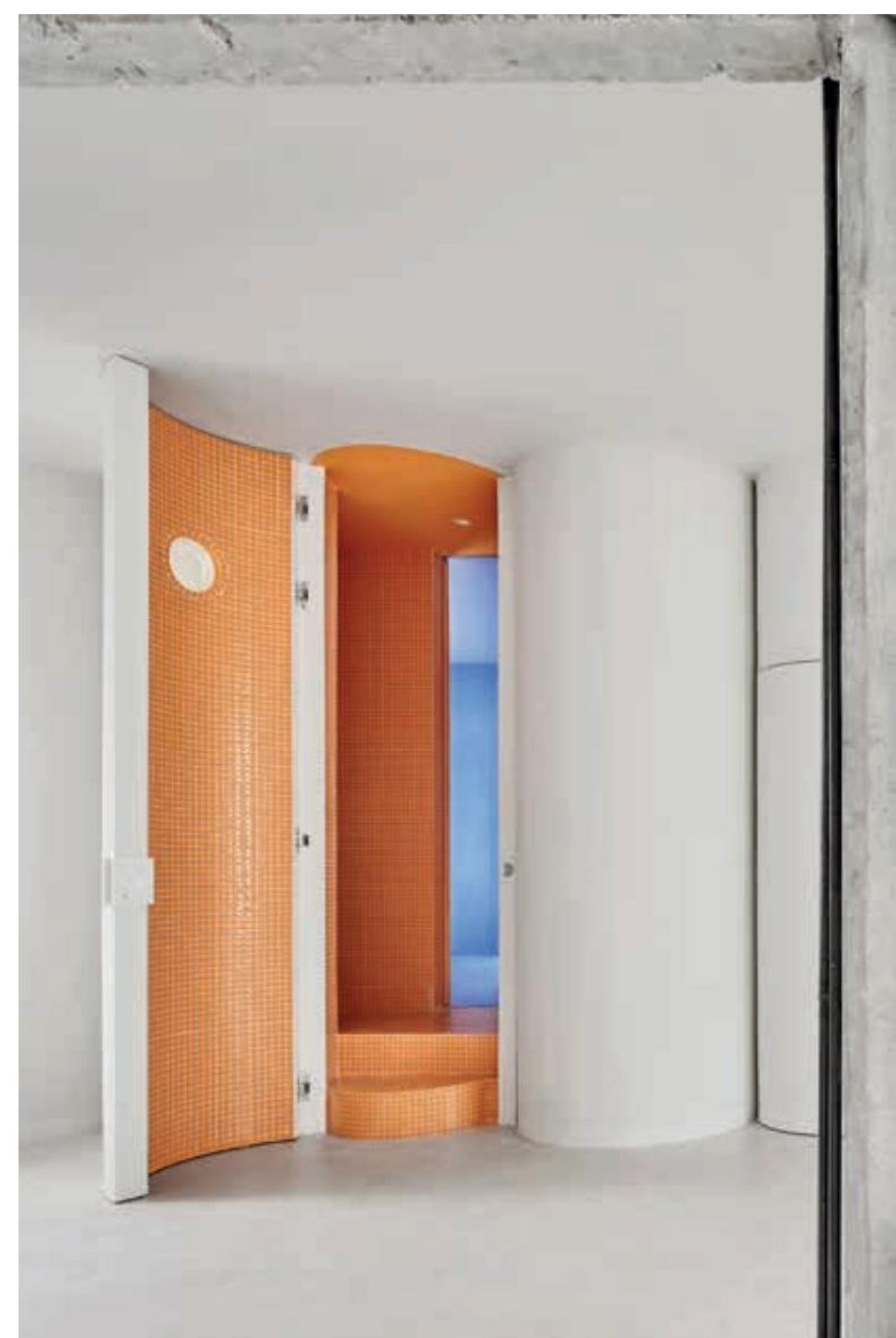
FINALISTS IN THE INTERIOR DESIGN CATEGORY

The finalists chosen by the jury were “Casa Cabanyal” by Viruta Lab, and “Urban Cabinet Series (2): The Expanded Columns” by Beatriz Arroyo and Lys Villalba.

NEXT EDITION

Entries in the 23rd edition of the awards can now be submitted in all the categories until October 17th, 2024. The jury of this forthcoming edition will be presided over by Rafael de La-Hoz from Rafael de La-Hoz Arquitectos, and it will also be made up of Aranguren+Gallegos architectural studio, ARQUITECTURA-G, David Quesada from Arquitectura y Diseño magazine; and Susana Babiloni, President of the Castellón Architects’ Association. Full information about the awards can be found here:

www.tileofspainawards.com ■



“Casa nube” by Studio Animal, special mention in the interior design category. Photography: José Hevia.



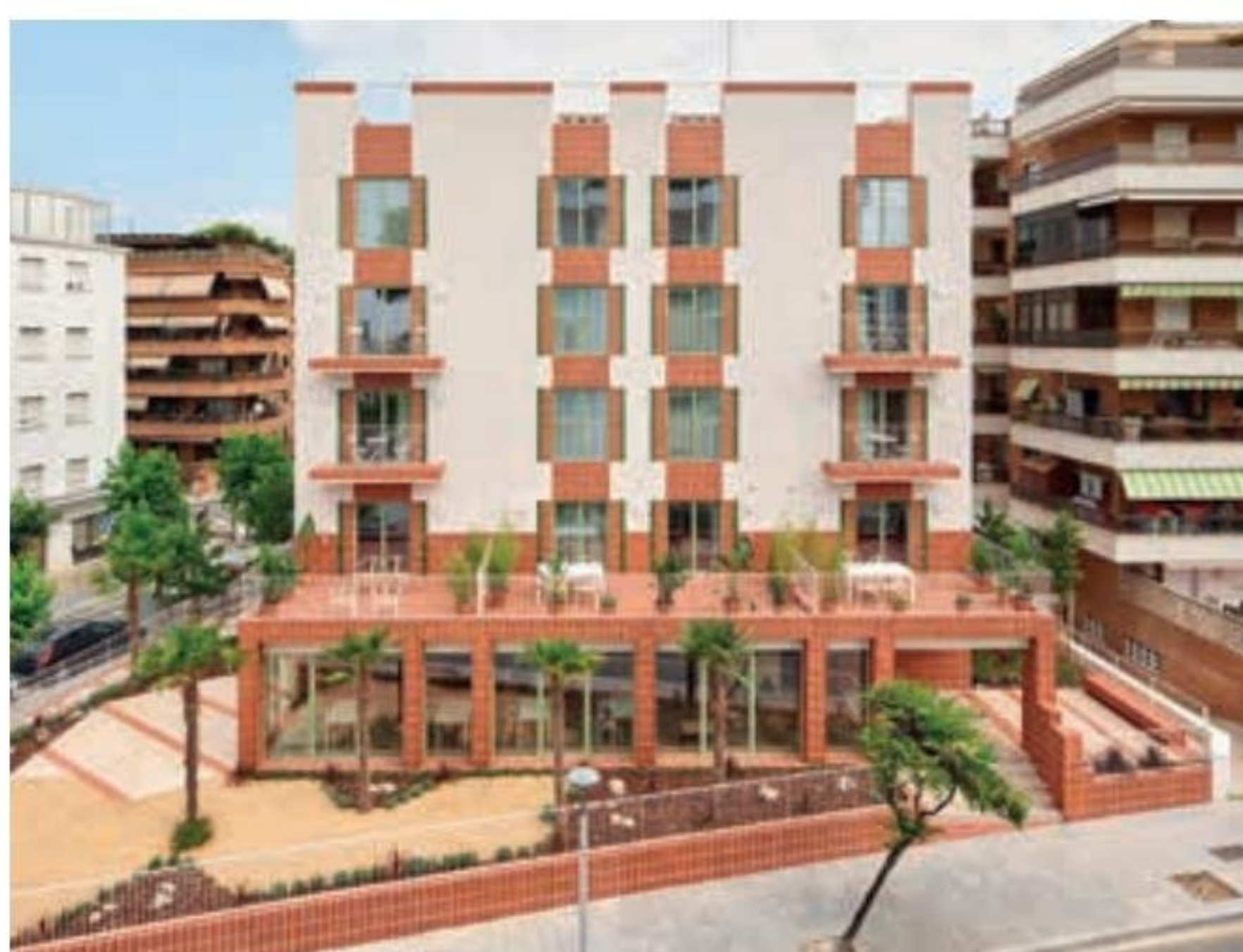
"Isabel la Católica House. Drawing José M^a García de Paredes". Photography: Imagen Subliminal (Miguel de Guzmán + Rocío Romero).



"Square + bus-stop in Vinarós" by La Errería* architecture office (Luis Navarro Jover + Carlos Sánchez García). Photography: Milena Villalba.



"Refurbishment and extension of Buenavista Cultural Centre" by Padilla Nicás Arquitectos + Mariluz Sánchez. Photography: José Hevia.



"María Zambrano Infant & Primary School" by Magén Arquitectos architects' studio. Photography: Rubén P. Bescós.



"Transformation of an abandoned building into 27 apartments" by NUA Arquitectures (Arnau Tiñena Ramos, Ferrán Tiñena Guiamet, María Rius Ruiz) Photography: José Hevia.

HOUSE OF MIRRORS: CERAMIC TILES THROUGH THE LOOKING GLASS

Tile of Spain's installation "House of Mirrors", designed by La Errería for Fuori Salone in Milan, drew the attention of the many visitors to Milan Design Week, thanks to the optical effects that were generated by uniting tiles with mirrors.



Spanish tiles once again drew all eyes at Fuori Salone, the world's most important Design Week in Milan. Tile of Spain's installation "House of Mirrors", designed by La Errería Architecture, united the shapes and colors of tiled geometrical structures with the surrounding backdrop through a combination of mirrors that triggered spatial and optical illusions.

A succession of geometrical structures, made up of tiles and mirrors, creates a new illusory, illogical space that visitors enter, multiplying their reflections.

Just like Alice as she passed through the looking glass, visitors to this exhibition at Milan University found themselves faced with a gateway into a familiar yet unknown world: the installation's angles and silhouettes distorted their surroundings, and its reflections created new depth and meaning by multiplying the visitors and the tiled geometrical shapes ad infinitum. By strategically positioning the tiled structures to take full advantage of the mirrors, they were endlessly reflected in a never-ending space. The installation featured tiles by a total of 16 tile brands: Arcana, Azteca, Cevica, Colorker, Cristacer, Decocer, Dune, Equipe, Gayafores, Grespania, Natucer, Realonda, Tau, Undefasa, Vives and WOW Design.

"House of Mirrors" was part of an exhibition organized by INTERNI magazine under the slogan "Cross Vision", aimed at exploring new avenues and ways of working toward a sustainable future. The installation for Tile of Spain by La Errería fitted in perfectly with this concept, with its succession of structures arranged in a three-sided cross shape. Each one featured mirrors with a geometri-



The installation featured products by 16 Spanish tile brands: Arcana, Azteca, Cevica, Colorker, Cristacer, Decocer, Dune, Equipe, Gayafores, Grespania, Natucer, Realonda, Tau, Undefasa, Vives and WOW Design.

cal shape positioned in the middle so that each structure expanded to incorporate everything around it, creating in a new illusory, illogical yet striking space.

By ridding something as familiar as ceramic tiles of their usual context and presenting them in this ground-breaking way, the artists invite visitors to reconsider attributes that we take for granted; for instance, the capacity of ceramic tiles to come in different textures or for their surface design to simulate a completely different material.

The pyramid-shaped structure illustrates this recontextualization particularly well. The almost electric blue hues of one of its surfaces, multiplied by the mirrors at its axes, transports us to a world closer to a virtual reality, where the geometrical shape and its dimensions are blurred. In this way, Spanish tiles, the star feature of the installation, demonstrate their versatility and capacity to innovate and evolve into something new.

La Errería Architecture, a studio founded over a decade ago, has received numerous awards for its projects and exhibitions. This is not the first time that it has worked with Spanish tiles. Indeed, at the 2023 edition of the Tile of Spain Awards, the studio was one of the finalists with their “Square + bust-stop in Vinarós” ■



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TILE OF SPAIN NEWS

TILE OF SPAIN AT COVERINGS

A total of 44 companies that are associated with ASCER took part in Coverings, the USA's leading coverings event, held this year in Atlanta. The Spanish pavilion, organized by ICEX Exportación e Inversiones, hosted a varied and extensive program of activities, including interactive sessions on mood board design, the live recording of a podcast, and informative presentations.

At the event, the award ceremony of the Coverings Installation and Design Awards (CID Awards) was also held, where an independent jury of professionals from the construction, tile and stone industries singled out architecture and design projects notable for their use of these materials. This year, two of the prize-winning international projects used Spanish tiles. They were: "Casa Llobatera" by Ramón Esteve and "Casa Puntiró" by Ripoll-Tizón architects' studio, which also won the Tile of Spain Award for Architecture ■



TRAINING FOR MATERIALS SPECIFIERS IN ZURICH

May was also the month when a Tile of Spain training session was given in the Swiss capital; more specifically on tiles from the Valencia region. At the seminar, directed at materials specifiers and distributors, two conferences were organized with discussions by two architectural studios, Estudio Noju and OAB Arquitectes, in addition to an exhibition of new products by seven company members of ASCER: Azteca, Cevica, Dune, Natucer, Rocersa, STN and Tempio. The message that the exhibition, organized by ASCER with the support of IVACE, aimed to get across was that Tile of Spain products are synonymous with sustainability and ground-breaking innovation. The Swiss market has a preference for high-quality products with high added value, and in 2023 it ranked 34th as an export market for Spanish tiles.

These training sessions are directed at raising a greater professional awareness of the superior qualities of Tile of Spain products, given their innovative, sustainable, trailblazing qualities.

The training activity, attended by some 200 professionals, was organized in collaboration with Schweizer Baumuster Centrale (SBCZ), a training forum on materials for the construction and architectural sectors with a permanent exhibition of products and materials and a program of activities for professionals that included this training seminar ■

ACTIVITIES AIMED AT THE UK: THE TILING SHOW AND A VISIT FOR DISTRIBUTORS

On May 10th, the Tile Association (TTA) organized an exhibition of products by the tile sector in Birmingham (UK). The event–The Tiling Show–brought together different professionals from the sector, including tilers, fitters, retailers, distributors and, for the first time, tile manufacturers. Ten Spanish manufacturers members of ASCER were able to take part in this new section of the show, which featured several demonstrations of products and techniques by British exhibitors, as is customary at the event. Afterwards, the yearly Tile Association Awards were held, with guests that also included representatives of ASCER and the said companies.

The UK is the third top export market for Spanish tiles, and it is a key focus of promotional strategies by the sector, with the support of the Valencia Regional Ministry for Finance and the Public Administration. ASCER and the Tile Association have been collaborating for years on initiatives such as training activities and professional visits for the promotion of Spanish tiles in the UK.



One such initiative, organized with the support of IVACE and the Castellón Chamber of Commerce, was a visit by distributors and materials specifiers from the TTA to tile manufacturers members of ASCER from June 19th to 21st. During the visit, the British delegation was given informative tours of factories and showrooms belonging to several Castellón-based tile manufacturers: a magnificent opportunity to discover the versatility of Spanish products and the high degree of technological innovation and sustainability involved in their production ■

CET CONGRESS IN BILBAO

On June 13rd, 14th and 15th in Bilbao, ASCER hosted the yearly congress of CET, the European Ceramic Tile Manufacturers Federation. European manufacturers associated to CET, including those represented by ASCER, account for approximately 90% of all wall and floor tiles made in the European Union.



The congress brought together representatives of the tile sector from Spain, Germany, Austria, Italy, Poland, Portugal, the Czech Republic, Turkey and Ukraine to deal with issues of interest to the industry. The subjects that were tackled included trade policies, environmental legislation and sustainability, technical issues, and standardization. The General Assembly, held on June 14th, included a speech by the Euro MP Inmaculada Rodríguez-Piñero. It was followed by a conference, organized by

the Institute for Ceramic Technology (ITC) and ASCER, on the state of the art of the industry’s decarbonization ■

#SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

Did you know there are 100 manufacturers of ceramic floor and wall tiles in Spain and are being distributed in 185 countries? We have started a campaign in our social media platforms in order to present all tile manufacturers under the Tile of Spain / Cerámica de España umbrella. We encourage you to follow the campaign under the hashtag #weareTileofSpain and #somosCerámicodeEspaña.



FOLLOW US IN OUR SOCIAL MEDIA SITES

If you want to keep up to date with ceramic designs and trends from Tile of Spain, follow us on Instagram: @tileofspain, @tileofspainusa and @tileofspaindeutschland.

You can follow us on Facebook Tile of Spain ■



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Tile of Spain Awards

Deadline
17 October
2024

tileofspainawards.com

Architecture

Prizes

Architecture: 15.000 €

Interior design: 15.000 €

MTP: 5.000 €

Jury

Rafael de La-Hoz – president

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