

# CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

TRENDS IN TILED SURFACES FOR 2026

CERAMIC TILES AS AN ALLY IN THE CONTRACT MARKET

TILE OF SPAIN AT CERSAIE 2025

**TILED FAÇADES: INNOVATION & SUSTAINABILITY**

**55**





# Editorial

## Ceramic tiles: a living material that connects nature, tradition and tomorrow's world

Spanish tiles continue to demonstrate that they are far more than a covering—they are a means of expression, able to evoke lifestyles, emotions, and the ways we live. Tile trends for 2026 are an invitation to explore realms that unite nature, tradition, and innovation. From Innerland's wrap-around, tactile appeal to the expressive energy of Opulis, Tile of Spain's collections demonstrate the capacity of ceramic tiles to evolve alongside us, uniting wellbeing with conscious beauty.

That same transformational capacity can be seen on façades, those breathable architectural skins that protect our homes and buildings. Resistance, safety and efficiency are some of the benefits that ceramic tiles offer when used on façades, not to mention the uniqueness and aesthetic appeal that they can bring to a building.

In projects for the contract market, in places like hotels, restaurants and offices, ceramic tiles are a brilliant way of making a lasting impression, uniting design and durability in the creation of memorable settings. Thanks to the versatility, hygiene and sustainability of our tiles, architects and designers are able to give free rein to their ideas.

Tile of Spain makes concerted efforts to present all these trends, new products and benefits to our domestic and foreign target markets, taking part in trade fairs, such as Coverings, Cersaie and Maison&Objet, and training seminars in Germany, Belgium, France and the US, as well as organizing visits to Castellón's tile industry. Spanish tiles continue to conquer the world with their high-performance properties, tradition and respect for materials, people and creativity ■

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COVER PHOTO: PRIVATE HOME. ARKLAM. THE SALMA COLLECTION.



# CERAMIC TILE TRENDS FOR 2026

## NATURE, TRADITION & TOMORROW'S WORLD

**Ceramic tiles continue their evolutionary journey, forging a reputation as an expressive material, capable of reflecting different lifestyles. Ceramic tiles are more than just a covering material. They tell a story, reflecting the way we live, work or have fun.**

The latest collections by Tile of Spain's companies mirror the four trends for 2026 identified by the Trends Observatory of the Institute for Ceramic Technology (the ITC). These trends—Geomatter, Innerland, Heritage Play and Opulis—bear witness to the evolution of modern home design, interpreting and interacting with four major lifestyles:

Natural Living, Slow-Pace Living, Memorable Living and Prêt-à-Porter Living.

This wide array of collections underscores the fact that tiles are no longer just a functional covering, but a material that engages with consumers' habits, passions and stylistic preferences. They have evolved to

become a tool in wellbeing and a conscious means of expression.

With nature, slow pace, memory and tomorrow's world as its sources of inspiration, Tile of Spain reaffirms its role as a guiding light in modern interior design.



KTL Cerámica. Wall and floor tiles: The Oregon series - The Stone collection.

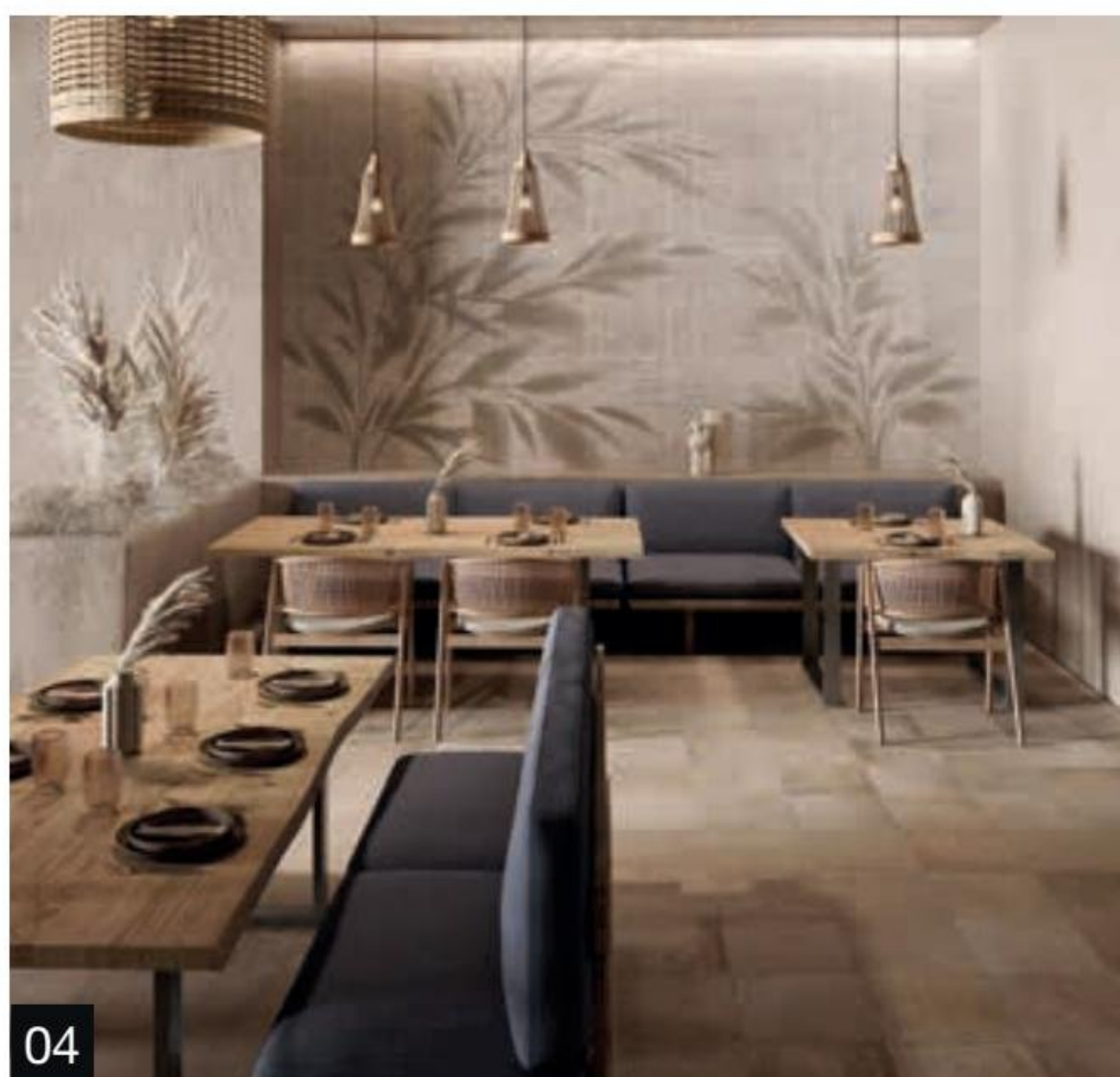
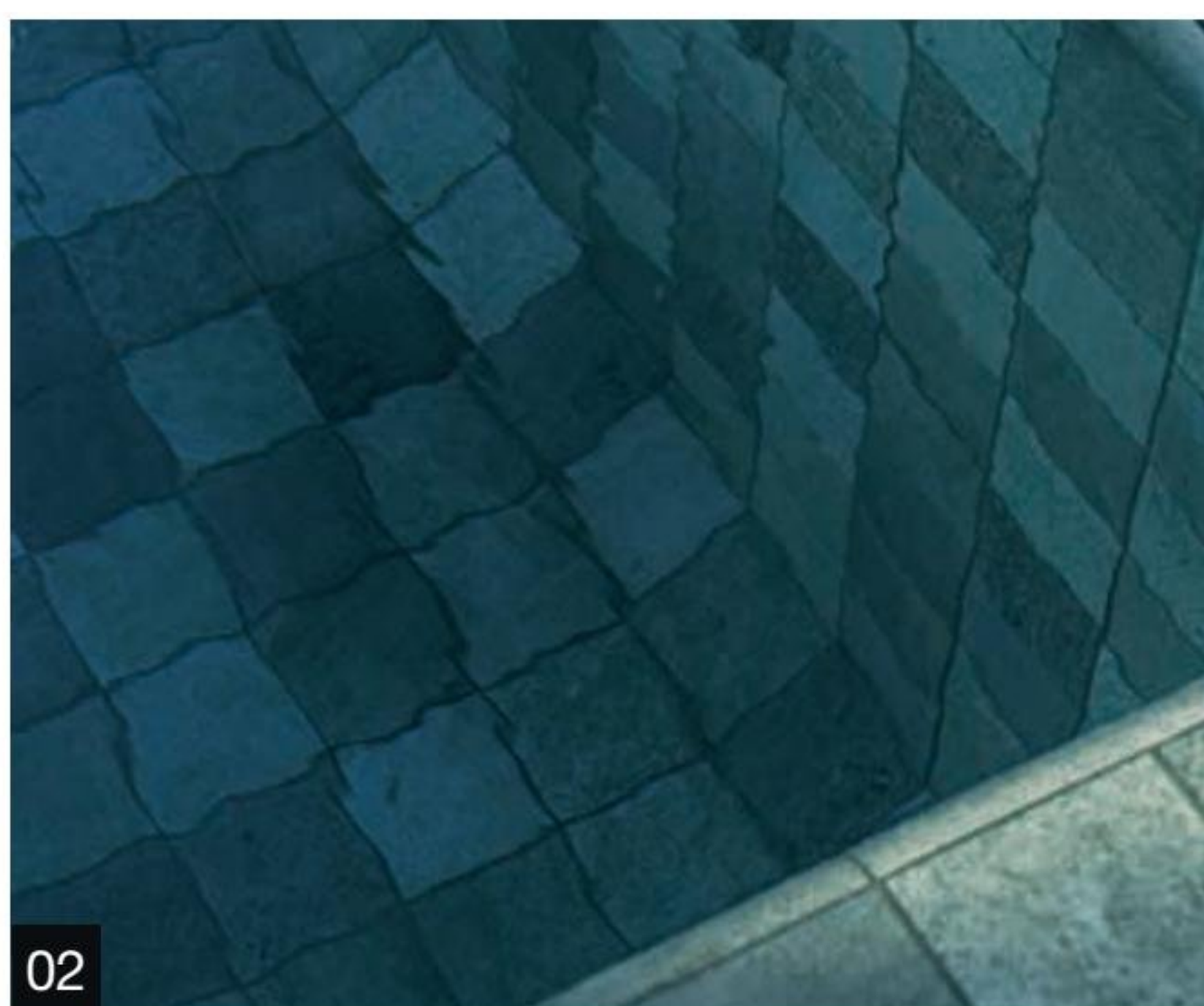




# 1

## GEOMATTER AND NATURAL LIVING

Materials, mineral traces, geological influences and surface strata all play a key role in this trend. Geomatter is inspired by primitive remembrances of natural materials, with earthy color palettes, imperfect textures, and sediments that manage to convey the authentic side to materials. Biophilic designs, natural textures and tiles with fragments of different materials also feature. It is a return to our roots, closely linked to the concept of Natural Living: a lifestyle that celebrates our ties with nature and feelings of emotional wellbeing. Ceramic tiles adopt a primal language, infusing living spaces with all the earth's power and magnetism.



- 01.- AZULEV. Wall tiles: The Nara collection.
- 02.- CERÁMICA MAYOR. Floor tiles: The Bali collection.
- 03.- CERÁMICA DA VINCI. Wall tiles: The Ducal Stucchi collection.
- 04.- L'ANTIC COLONIAL. Wall and floor tiles: The Parma collection.
- 05.- REALONDA. Floor tiles: The Cuzco collection.



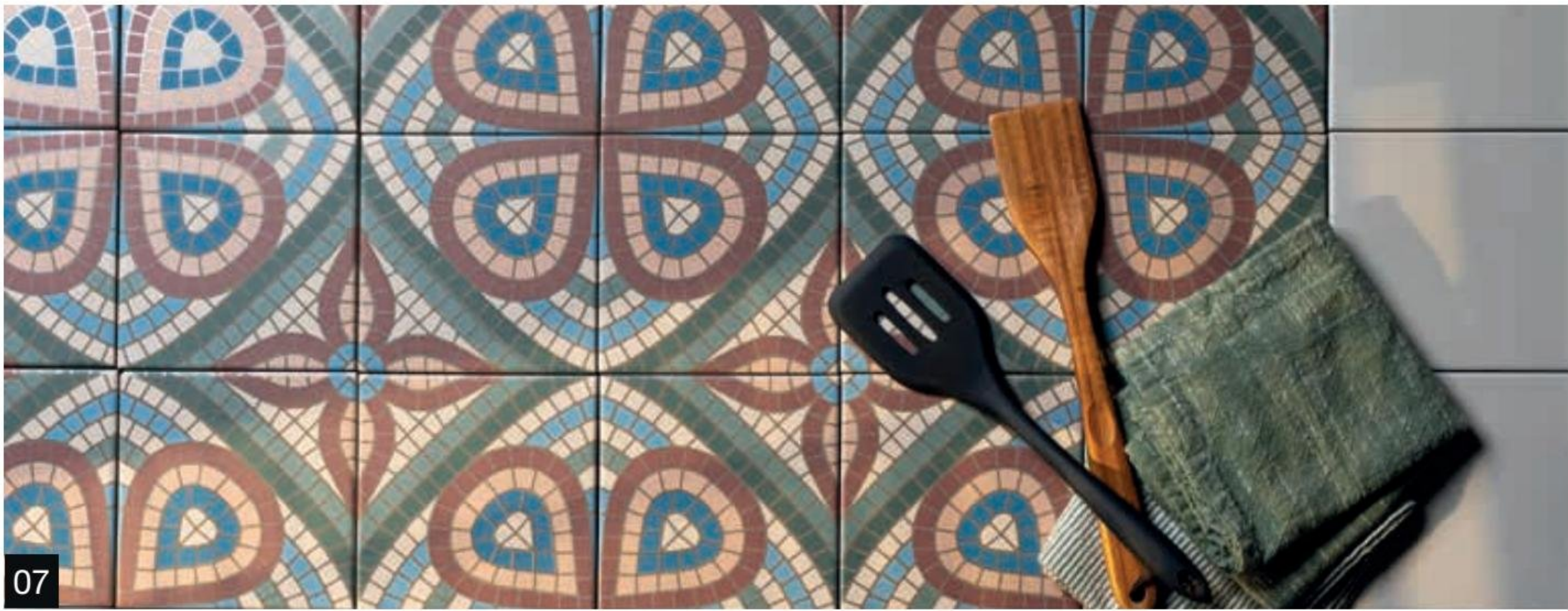


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## HERITAGE PLAY AND MEMORABLE LIVING

Heritage Play is a trend that pays tribute to the past, reinterpreting historical symbols through a new experimental, creative lens. Nostalgia is a refuge, with comforting memories of the past. Traditional patterns and artisanal influences are brought to living spaces, transforming them into snug retreats. Ceramic tiles are used as a narrative base, taking advantage of their color, texture and design, with bygone patterns that are reinterpreted for contemporary projects. Design proposals stand out for their mix of technology, tradition and emotion. Vibrant, saturated colors take pride of place in matte and glossy finishes.



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- 06.- CERÁMICA VILAR ÁLBARO. Wall tiles: The Arrow collection.
- 07.- ESTUDIO CERÁMICO. Floor tiles: The Highbury series.
- 08.- HARMONY. Wall tiles: The Rainbow collection.
- 09.- MAINZU. Wall and floor tiles: The Normandy series/collection.
- 10.- NATUCER. Wall tiles: The Lantern collection.





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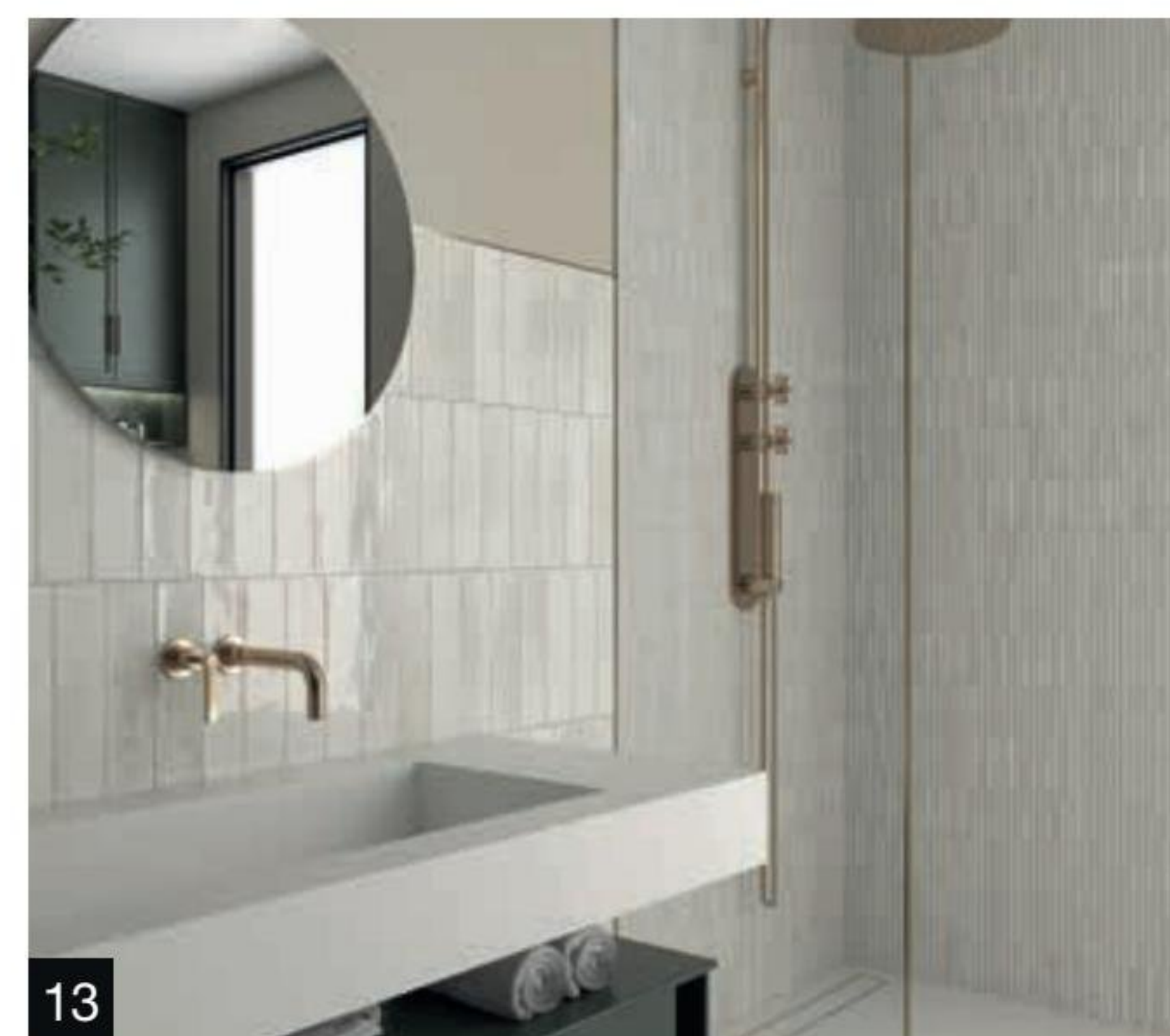
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## INNERLAND AND SLOW PACE

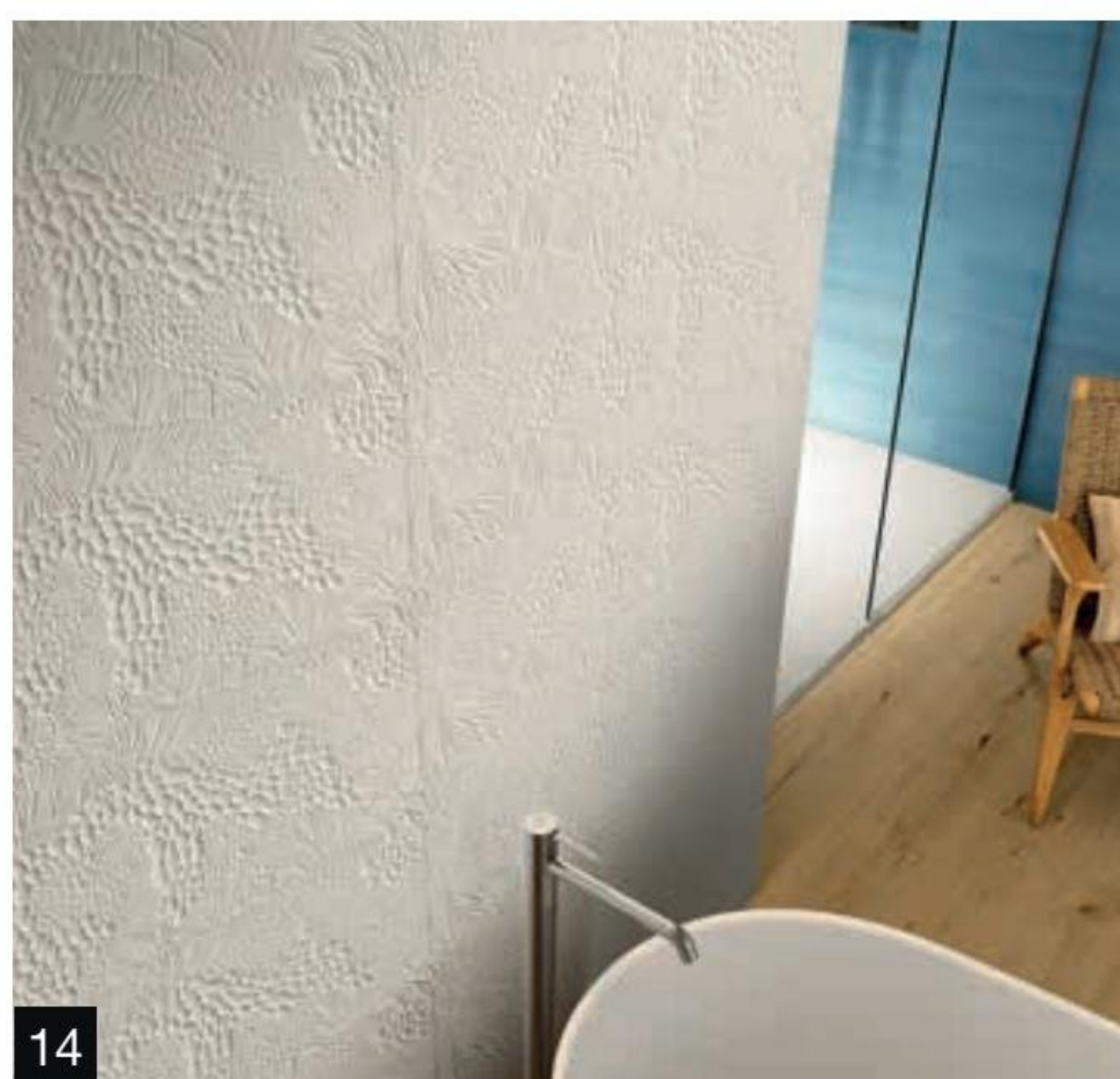
Innerland is a trend with a strong sensory focus, a key factor in everyday life, where we seek to flee the hustle and bustle of today's fast-paced lifestyle. In this case, a warm, sustainable, functional approach is taken to minimalism, avoiding sensory overloads. Colors are soft and even sweet, like a ceramic fondant. Surfaces have a wrap-around feel, with textures that invite you to run your fingers across them, transforming homes into a snug refuge to recharge the batteries. This leads to a natural alchemy with Slow Pace, that state of mind that prioritizes tranquillity and mindfulness. Not only do tiles decorate surfaces—they also invite you to slow down, take a deep breath, and tune in to your sense of everyday wellbeing.



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- 11.- BRICK&MORE. Wall tiles: The Volume collection.
- 12.- CRISTACER. Wall and floor tiles: The Ardena series.
- 13.- DUNE CERÁMICA. Wall tiles: Agadir and The Kit-Kat series.
- 14.- IBERO. Wall tiles: The Biomim collection.
- 15.- EMOTION CERAMICS. Wall and floor tiles: The Eternity collection.





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## OPULIS AND PRÊT-À-PORTER LIVING

Last but not least, with Opulis, tiles are used to evoke more dynamic lifestyles, with room for extravagance. Surfaces are shinier, with metallic glimmers and striking finishes, transforming spaces into hybrid, versatile settings. Ceramic tiles are used on surfaces and furniture too, facilitating the transition from one function to another, with harmonious, practical open-concept spaces. Priority is given to cool, dark, industrial colors.



17



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16.- METROPOL. Wall and floor tiles: The Lyric series/collection.  
 17.- ASCALE. Wall and floor tiles: The Armani Silver collection.  
 18.- COVERLAM. Wall and floor tiles: The Breccia Imperiale series.  
 19.- ALAPLANA. Wall and floor tiles: The Ocean Blue series.  
 20.- PORCELÁNICOS HDC. Wall tiles: The Fantasy - Berlin collection;  
 Floor tiles: The Stadium 6120 collection.



# MATERIALS THAT LEAVE A LASTING IMPRESSION

**In the contract market, materials must not only meet the strictest standards in terms of safety and durability, but they must also be inspirational, with a capacity to rouse the senses and withstand the passing of time.**

Spanish tiles manage to achieve all this, combining technical innovations with sustainability and aesthetic versatility. From large-scale infrastructures to signature interiors, Tile of Spain products are the perfect ally for architects and designers seeking to

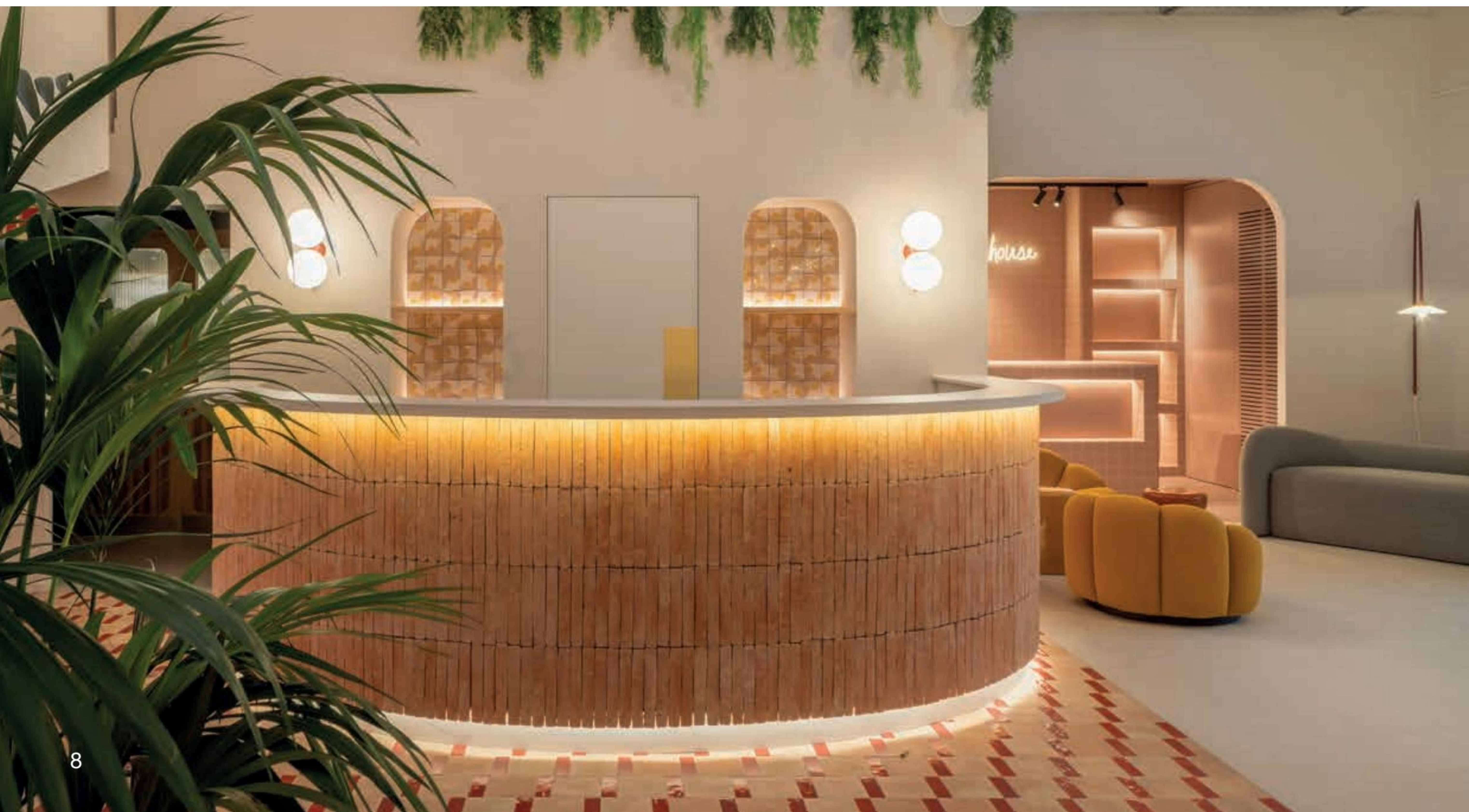
create settings that are not just living spaces but memorable ones.

Whether they are used on walls or floors, for immersive furniture, or for finer details, Spanish tiles bring all settings to life, trans-

forming them into memorable experiences in the contract market.

Ceramic tiles are ideal for areas subject to high traffic thanks to their outstanding resistance and safety guarantees, with non-slip

WOW DESIGN / Juno House (Barcelona, Spain) / The Bejmat Carmin collection, 5x15 cm; the Bejmat Square Tan collection, 5x15 cm; the Pottery Natural & Gold collection, 5x15 cm; and the Pottery Square Natural collection, 5x15 cm. / Architects' studio: The Room Studio / Photo: The Room Studio.





treatments that even enable them to be used outdoors and in places where trolleys or lite vehicles are used.

Furthermore, because they are hygienic and easy to care for, they are perfect for creating safe, healthy, long-lasting settings, without giving up comfort and design appeal.

Ceramic wall and floor tiles offer hotels, spas, gymnasiums, offices and stores a mix of functionality and visual appeal, guaranteeing stylish design and improved wellbeing, without any of the challenging cleaning processes that these places usually require.

For stores to transmit a brand identity, a material that speaks to the senses is needed. With their textures, colors, formats and multiple possibilities, ceramic tiles are a versatile tool in the creation of unique atmospheres, whether we are talking about small decorative tiles or seamless looking ceramic slabs.

Thanks to their wide variety of colors, finishes and formats, projects can be given their own personal hallmark, reinforcing the brand identity and user experience. Moreover, the potential for personalization and bespoke designs opens the gateway for the creation of one-of-a-kind settings able to reflect the visual identity and values of each company.

Ceramic tiles are not just a covering, but a material with communicative capacity, transforming surfaces into a canvas for expressing designs that trigger emotions.



CERLAT / Voltereta Paris Restaurant (Seville, Spain) / The Country collection, 15 x15 cm, grey; and the Country L22 collection, 11.3x22.6 cm, pearl / Architects' studio: Voltereta Fusion / Photo: Cerlat.



ONIX / The Penta Onyxa Dune series: 50x50mm beige tesserae and 311x417mm sheets / Photo: Onix.



WOW DESIGN / Dens dental clinic (Cesis, Letonia) / Icon IPN Inout collection, cotto, 10x20 cm. (Design: Summum Studio) and Stripes Liso XL, collection cotto, 7,5x30 cm. / Proyect: Nora Gavare (NÖR design studio) / Photo: Alvis Rozenbergs.



Another way of innovating with ceramic tiles is through new applications other than wall and floor surfaces. Many stores and restaurants build their furniture with ceramic tiles or else they opt for ceramic countertops, guaranteeing design appeal in addition to durability, thermal resistance, safety and hygiene.

Efficient climate control is a key factor in the creation of more comfortable settings while also reducing their environmental impacts. Ceramic tiles are the perfect ally in this balance between wellbeing and sustainability, providing building solutions able to optimize a building's energy efficiency, such as ven-



DECOCER / Trenkaclosques Tavern & Bar (Castelló de la Plana, Spain) / The Devon collection, 7.5x30 cm, jade; and the Origami collection, 17.5x20 cm, beige / Architects' studio: Armonic Consultores / Photo: Decocer.



ARCANA CERÁMICA / The New Green (Trikala, Greece) / The Stracciatella collection, 80x80 cm, mother-of-pearl. / Architects' studio: Studiomaticity / Photo: Alina Lefa.



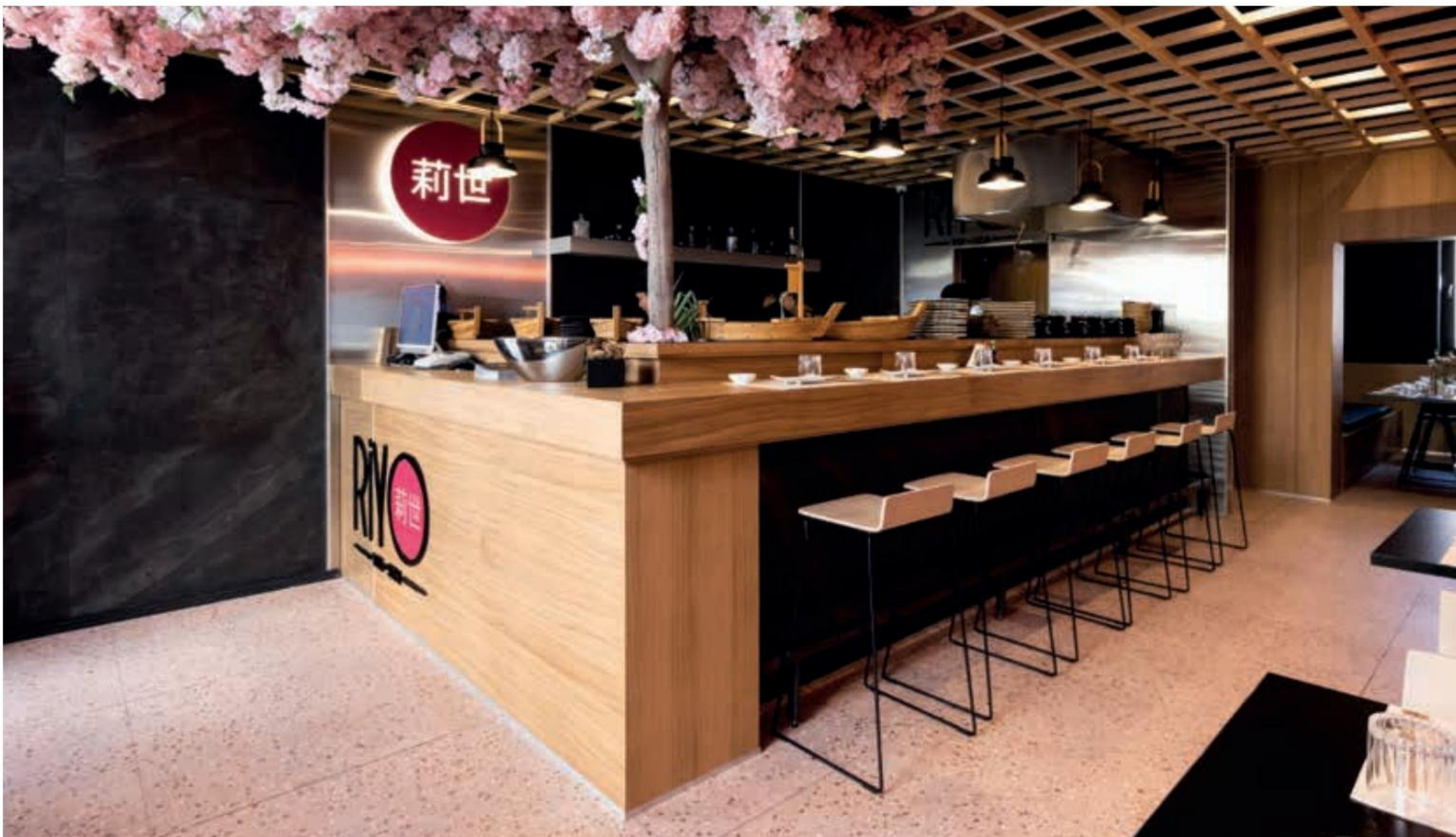


PAMESA CERÁMICA / Cambridge House (Rocafort, Spain) / The Talent collection, 60x120 cm, dove grey; and the Provenza collection, 75x85 cm, pearl. / Architects' studio: Tonda / Photo: Pamesa Cerámica.

tilated façades, which improve the thermal performance of buildings, and radiant floors able to ensure warmth and comfort. There are also other innovations such as raised access floors or permeable pavers, which facilitate the concealment of pipes and cables and water drainage.

Hence, ceramic tiles go far beyond their conventional function, transformed into a smart skin able to interact with the light, temperature and background setting, ensuring more sustainable, inhabitable architecture.

The Spanish tile industry spearheads the sector, focusing on innovation and forging a position as a world leader thanks to a strategic bid to develop products conceived to meet the needs of architects and designers. And in all this, we must not forget Spanish tiles' secret ingredient: respect. Respect for the environment, respect for people, respect for ideas, and respect for consumers ■



APAVISA PORCELÁNICO / Riyo Wok & Sushi Restaurant (Timisoara, Romania) / The South collection, 100x100 cm, natural pink / Architects' studio: NKN Arhitectura / Photo: NKN Arhitectura.



# CERAMIC ENVELOPES

## INNOVATION AND SUSTAINABILITY IN FAÇADES

**Spanish tiles redefine façade design, combining high-performance properties with sustainability and visual appeal.**

COVERLAM. An apartment building (Porto, Portugal).  
The Basic collection, white, 1000x3000 mm.  
Architects' studio: Sandra Micaela Casinha. Photo: Ainhoa Anaut.







ARGENTA CERÁMICA / The Level-Max Marfil series, 60x120 cm/ Photo: Argenta Cerámica.

A building's façade is its calling card, defining its personality and interacting with the background setting. If architecture is the creation of inhabited spaces, then façades are the final expression of this creative process.

The chosen materials must reflect the building's identity and offer a precision response to the project's visual and technical requirements. This is where the versatility and diversity of Spanish tiles come into play, offering a broad range of possibilities thanks to their multitude of colors, textures, shapes and sizes. Due to this wide range of options, one-of-a-kind façades can be designed where each surface interacts differently with the light and the surroundings.



ALCALAGRES / Ventilated façade made with the Técnica series in white color and 60x60 cm. size; in gray color and 60x60 cm. size and in mango color and 30x60 cm. size/ Photo: Alcalagres.

**With Spanish tiles, façades can be designed to reflect the identity of a building and to interact with its surroundings.**

Spanish tiles have solutions to suit each and every project, whether they are residential or commercial projects or for public buildings, affording safety, durability and efficiency. They are resistant to wear and tear and abrasion, as well as being fireproof (they do not burn or give off harmful substances), and able





FRONTEK / Diwan Pavilion (Edmonton, Canada) / The Nature S122 collection, 40x120 & 60x120 cm. / Architects' studio: AXIA Design Associates / Photo: Michael Manchakowski.



Choosing Spanish tiles means respecting the people who inhabit and use these spaces and respecting the ideas of those who designed the space, because their appearance and service will not diminish with the passing of time.

to withstand extreme conditions without being affected. In cold climates, they withstand frost and ice due to their low porosity, while in hot weather, they help to maintain indoor temperatures because they do not absorb heat.

Building envelopes—which include elements like façades, windows and roofs—play a key

role in the building's energy performance. Optimizing its energy efficiency can help to reduce energy consumption from 20% to 50%. As well as withstanding adverse weather and solar radiation, tiled façades require very little care, and they conserve their appearance over the years.

In a scenario of increasing episodes of extreme weather, a building's climate control and energy efficiency are fundamental and they are factors to take into account in the

◀ FAVETON / Brea de Aragón Cinema & Theatre (Zaragoza, Spain) / The Acqua & Acqua Ondulado collection, TU02 & TU02-B, 50x150 cm. / Architects' studio: Radiz Arquitectura / Photo: Alejandro Gómez Vives.

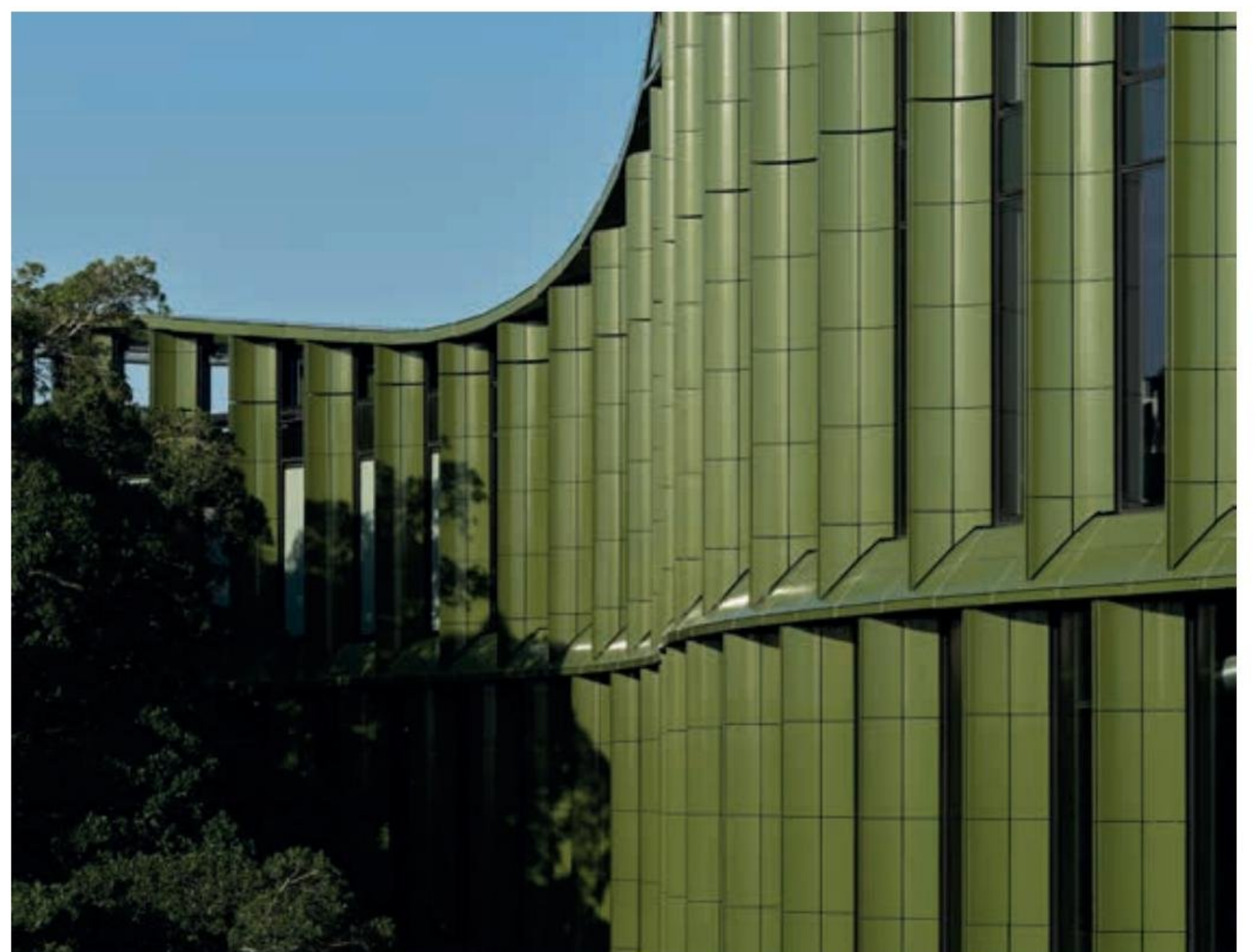




BALDOCER / Saint Mary's Catholic University Hospital (Seul, South Korea) / The Cream Chamber collection, natural, 260x120 cm / Architects' studio: Samoo Architects / Photo: Baldocer.



FAVEKER / Gardea Residencial Complex (Zaragoza, Spain) / The GA16 collection, matt white, 50x100 cm/ Architects' studio: Juan Manuel Castillo Malo / Photo: Faveker.



TEMPIO / Yarrila Place (Coffs Harbour, Australia). Architectural Skin bespoke tiles - Model FFNr 745/40, EB3492 Green Aberdeen / Architects' studio: BVN Architects / Photo: Tempio.





COSENTINO / Crown Plaza Hotel (Canberra, Australia) / The Lunar model by Dekton, white, 327x147cm / Architects' studio: Marchese Partners, GHD / Photo: Hcreations.



COSENTINO / Crown Plaza Hotel (Canberra, Australia) / The Lunar model by Dekton, white, 327x147cm / Architects' studio: Marchese Partners, GHD / Photo: Hcreations.

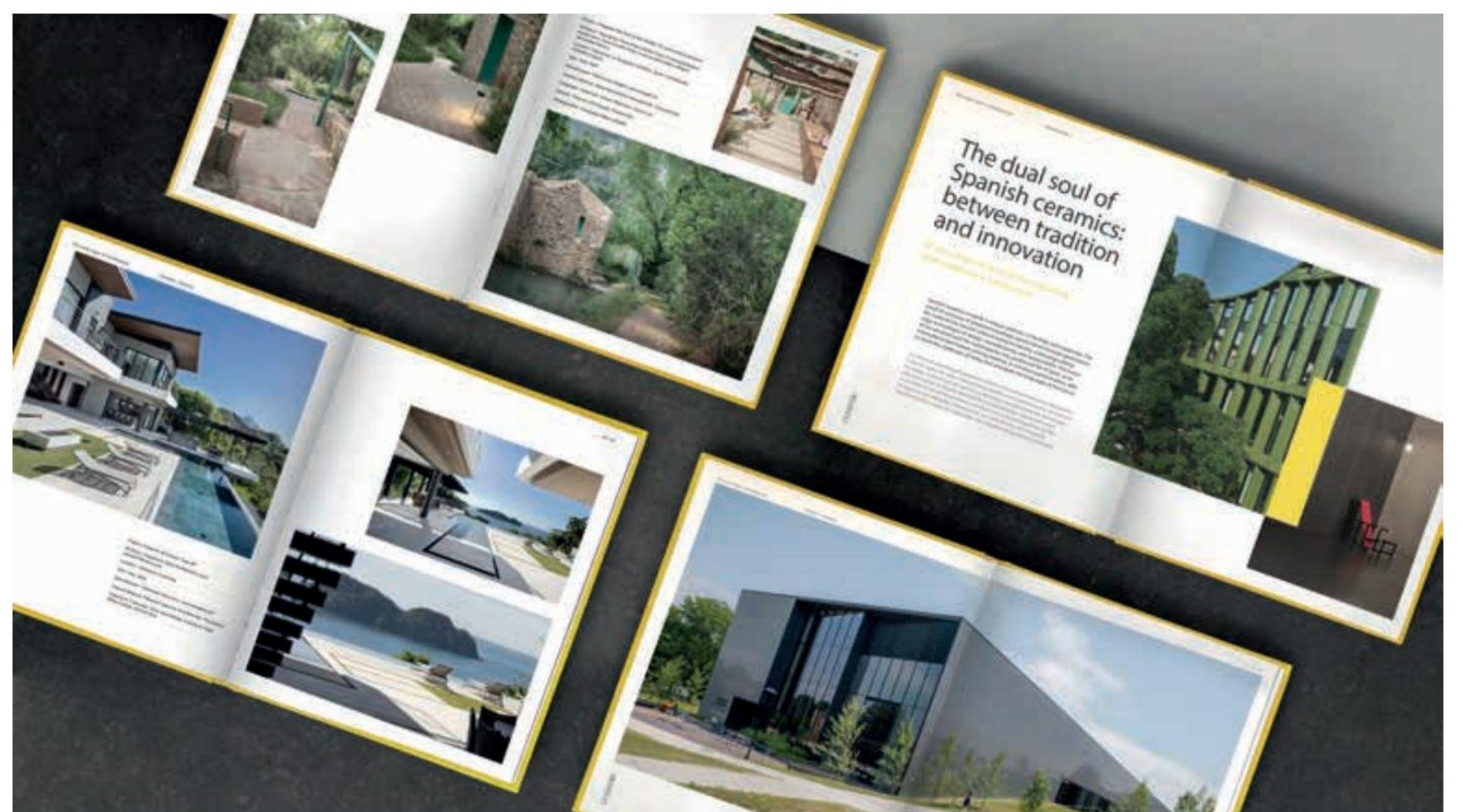
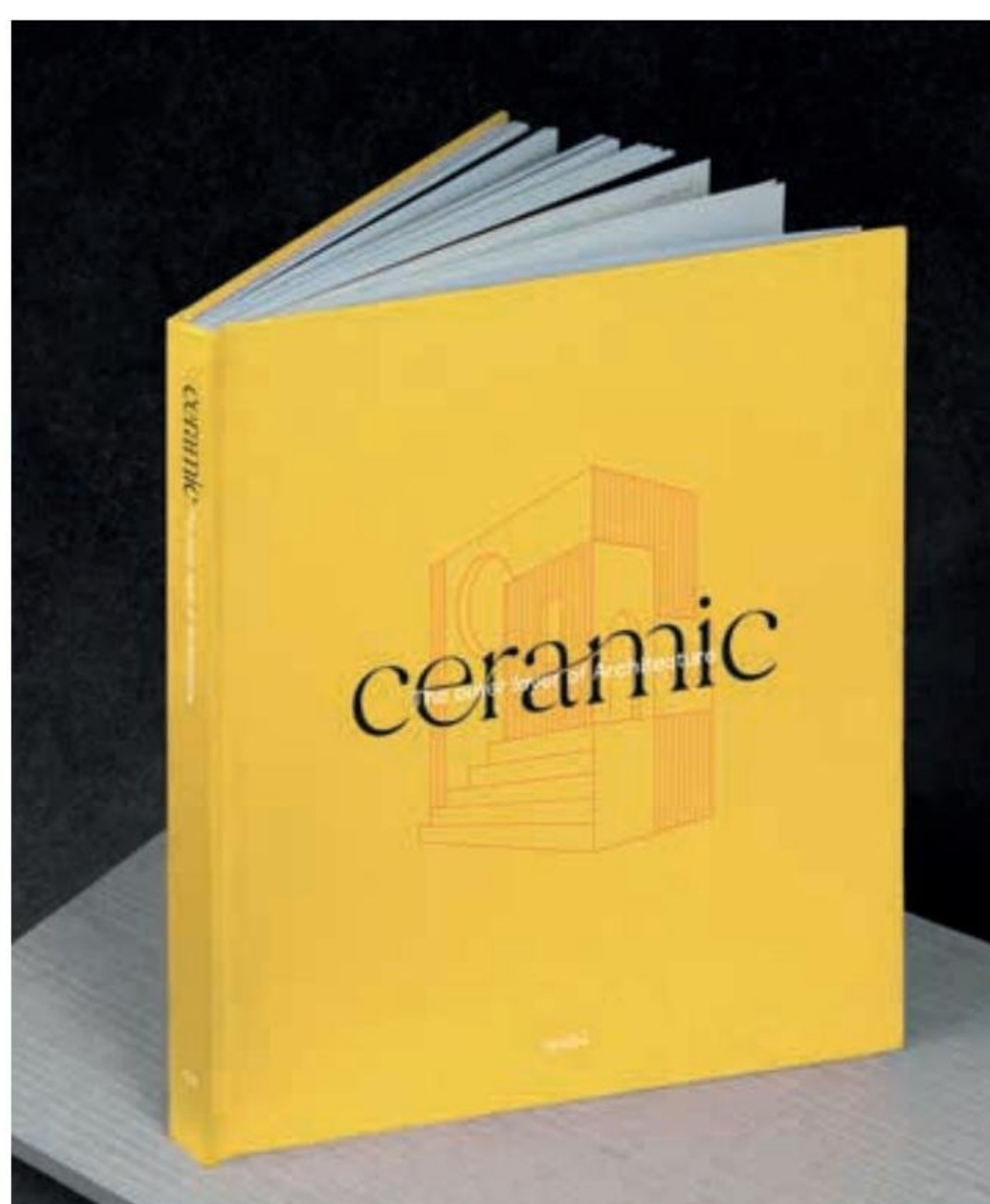
**Volume 4 of “Ceramic: The Outer Layer of Architecture” contains details of almost 50 architectural projects, with a chapter devoted to façades.**

design of new buildings and the renovation of existing housing. Another advantage of ceramic tiles is their suitability in ventilated façade systems, ensuring improved energy efficiency due to the thermal and acoustic insulation they offer, without relinquishing the broad aesthetic potential and technical properties synonymous with tiles. Whether

you opt for standard tiles, large formats or bespoke designs, Spanish tiles contribute to modern architecture by guaranteeing reliability, sustainability and expressive potential.

Building design does not only encompass the building itself. The background setting must

also be considered both in the case of new buildings or in a project of renovation or renewal. In this context, tiled ventilated façades are the ideal solution for renovation or refurbishment projects, given their technical benefits, energy efficiency and broad-ranging visual potential, able to fit in with architectural languages of all kinds ■



Fourth volume of the publication 'Ceramic. The outer layer of architecture'.



# TILE OF SPAIN AT CERSAIE 2025

Over 70 companies, members of ASCER took part in the Bologna trade fair from September 22<sup>nd</sup> to 26<sup>th</sup>.

A large group of Tile of Spain exhibitors participated in the 42<sup>nd</sup> edition of Cersaie, once again the second most numerous group of exhibitors after the Italians. Some 95,000 visitors attended this edition of the event, mainly from abroad.



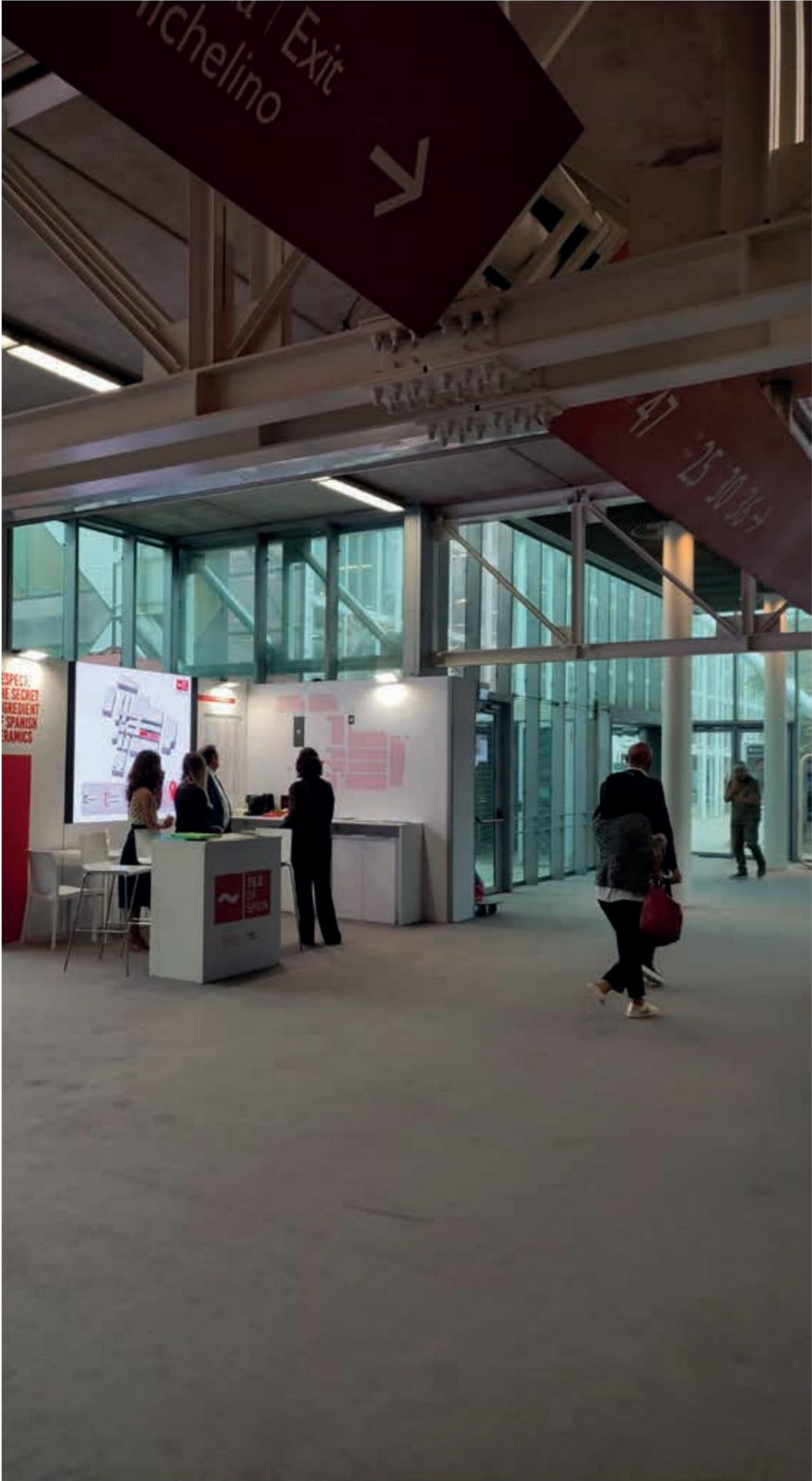
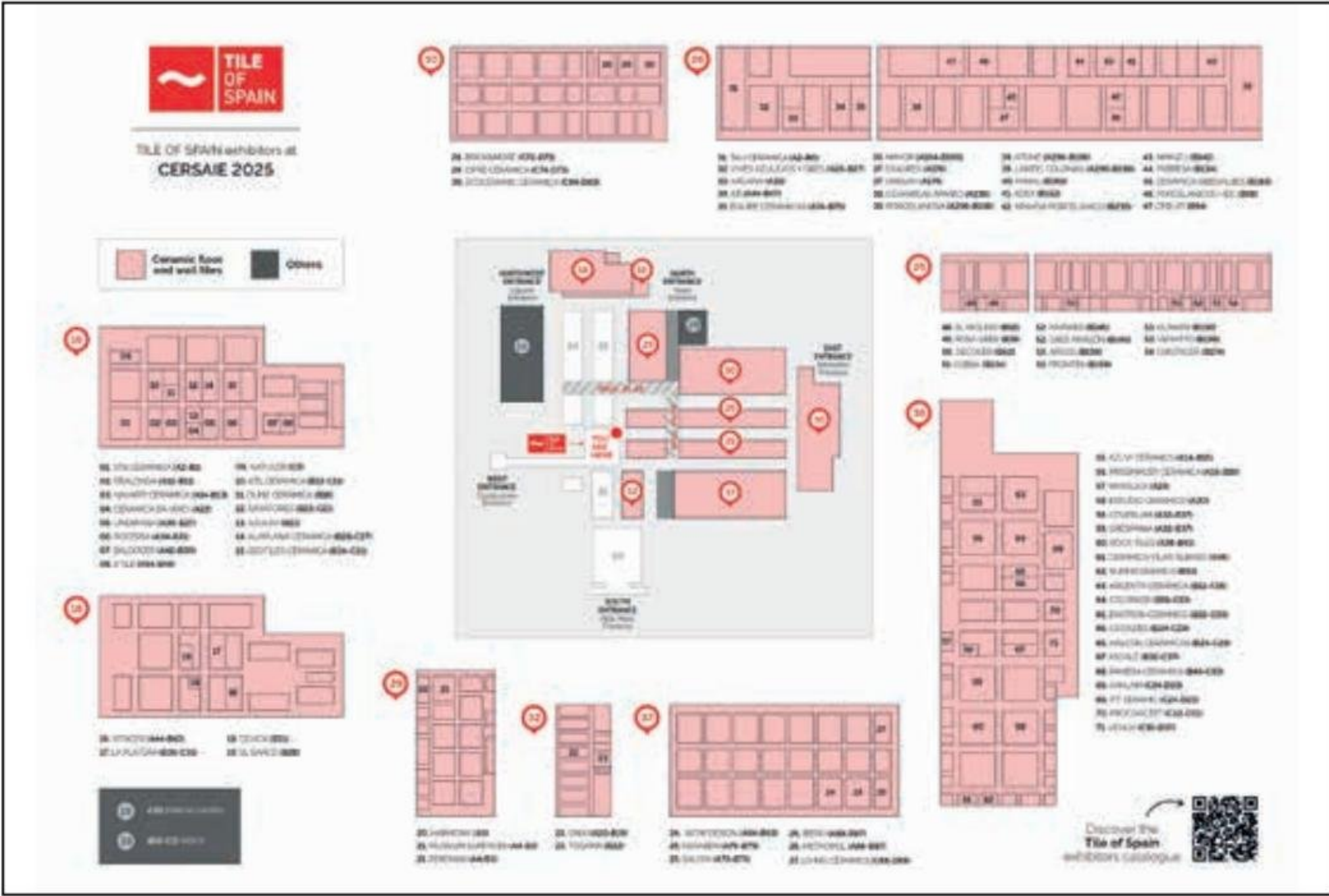


There were Spanish exhibitors in all nine tile pavilions, a sign of the industry’s strength and degree of internationalization. ASCER created several promotional backup tools, including an online catalog of Tile of Spain companies at Cersaie, produced with the support of ICEX. With the catalog, searches could swiftly and easily be made by pavilion or alphabetically from mobile devices.

At Bologna this year, over 80 Tile of Spain brands once again demonstrated their capacity for innovation, design and international promotion.

It gave the contact details of each exhibitor with images of some of the new products that they were presenting at the fair.

With the collaboration of the Valencia Regional Ministry of Finance, a paper map of the trade fair was also available indicating the location of all Tile of Spain’s exhibitors ■





# SHOWROOM // LATEST TRENDS



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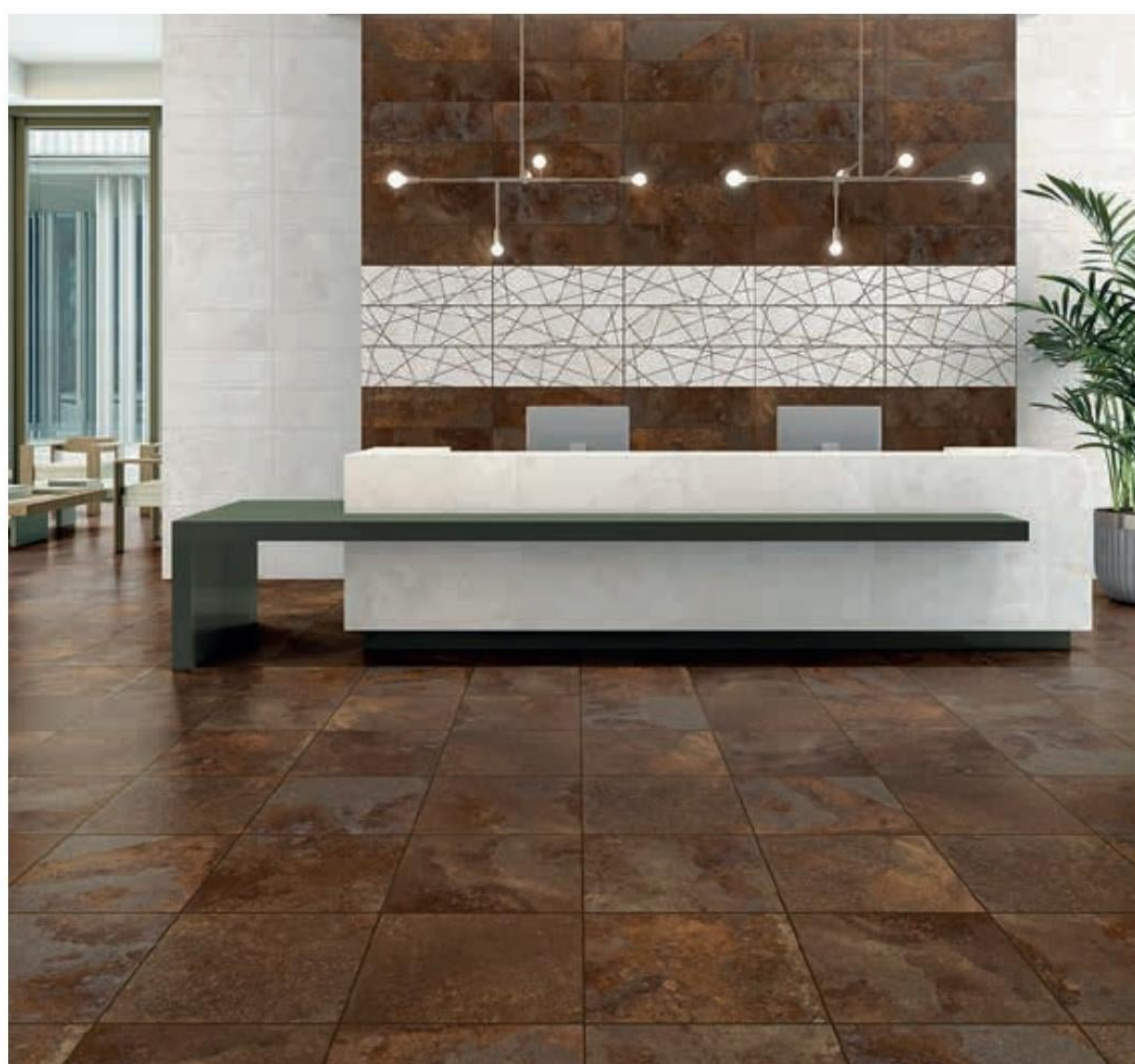


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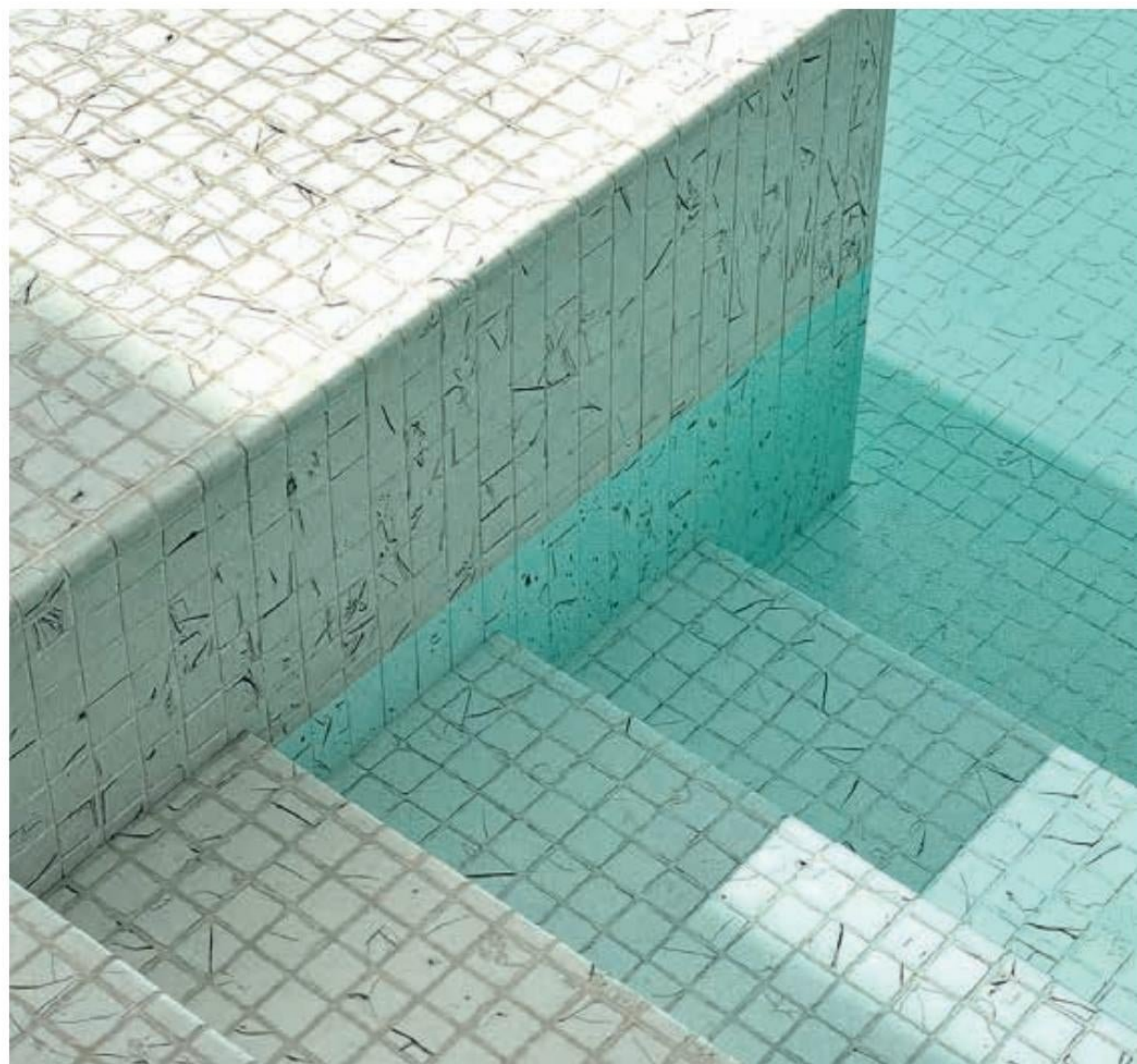




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# TILE OF SPAIN NEWS

## TILE OF SPAIN STRENGTHENS ITS PRESENCE IN THE GERMAN MARKET

Germany is a key target market for Tile of Spain and one of the more solid for Spanish tiles. In 2014, it ranked fifth among Spain's export markets, with sales worth 126.7 million euros. As part of the Promotional Plan for the German Market, promoted by ASCER with the support of ICEX and the collaboration of the Spanish Trade Bureau in Düsseldorf, a visit was made to Castellón in September by a group of German professionals from the tile installation and distribution sectors, followed by a further visit in November, this time by architects and interior designers. These visits are an immersive experience, aimed at strengthening ties with clients and highlighting the creative, technological and sustainable potential of Tile of Spain products.



Similarly, in December, a seminar was held on the subject of ceramic tiles in architecture in Munich, with the attendance of numerous materials specifiers. Eight Tile of Spain companies exhibited their products at the event. These visits combined technical training with networking, creating an environment conducive to the exchange of knowledge and strengthening relationships with professionals in the German sector ■



## BELGIAN ARCHITECTS VISIT THE SPANISH TILE SECTOR TO FIND OUT ITS POTENTIAL IN ARCHITECTURAL PROJECTS

A group of seven Belgian architects visited Castellón in October to gain a first-hand insight into the Spanish tile industry and explore the applications of its tiles in modern architectural projects. The program included presentations of the sector and current design trends at ASCER's headquarters and visits to the production plants and showrooms of a dozen Tile of Spain companies. During their visit, the participants could gain a direct vision of the innovative capacity, design appeal and sustainability for which the Spanish tile sector is known.

Belgium is a reference market for Tile of Spain, with a demand for products with high added value and a strong appreciation of the quality, design, and innovative capacity of Spanish tiles. In 2024, exports of Spanish tiles worth 74.5 million euros were made to Belgium. It currently ranks 10<sup>th</sup> as an export market for Spanish tiles ■



# TILE OF SPAIN IN THE FRENCH MARKET

Fifteen Tile of Spain companies took part in Maison&Objet (September 4th to 8th 2025). The informative stand featured samples of products by Apavisa Porcelánico, Arcana Cerámica, Cerámica Ribesalbes, Cerámicas Aparici, Cevica, Decocer, Ecoceramic, El Barco, Gayafores, Greco Gres, ITT Ceramic, TAU, Undefasa, Vives and WOW Design. Tile of Spain will also participate for the second consecutive year in the fair's January edition (from January 15<sup>th</sup> to 19<sup>th</sup>).

In addition, a new Lookbook of trends for the French market has been produced, available in printed and digital form from Tile of Spain's public library.

These activities, which form part of the 2025 Plan for the Wall and Floor Tile Sector's Internationalization, are jointly organized by ASCER and ICEX, España Exportación e Inversiones with the collaboration of Spain's Trade Bureau in Paris ■



# #SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

Did you know that there are over 100 wall and floor tile manufacturing companies in Spain, which distribute their goods to 185 countries? We have started a campaign on our social networks to present all the brands under the Tile of Spain name. We urge you to follow the campaign with the #weareTileofSpain #somosCerámicodeEspaña hashtag.



## FOLLOW US ON OUR SOCIAL NETWORKS

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

- @tileofspain
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- @tileofspaindeutschland

You can also find us on Facebook Tile of Spain ■



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<https://www.ascer.es/protecciondatos/suscripcion/entrada>

# TILE OF SPAIN BOOSTS ITS NORTH AMERICAN PRESENCE WITH SEMINARS IN LOS ANGELES AND TORONTO

Tile of Spain continues to organize promotional activities aimed at the North American market, and it held two seminars and exhibitions for materials specifiers recently in Los Angeles and Toronto.

The first took place on November 6<sup>th</sup> at the American Institute of Architecture (AIA) in Los Angeles, with a CEU training session by consultant Ryan Fasan and the participation of twelve Tile of Spain companies.

The second, held on November 27<sup>th</sup> at Toronto University's Hart House as part of the Azure Talks, with the collaboration of AZURE Magazine, featured discussions by well-known architects' studios plus product displays from twelve Spanish companies.

These activities formed part of a campaign to promote Spanish tiles in the US and Canada, co-funded by ASCER and ICEX España Exportación e Inversiones ■



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