

CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

THE BATHROOM, A DAILY SANCTUARY

THE PRIZE WINNERS OF THE 24TH TILE OF SPAIN AWARDS

FUORI SALONE: SPANISH DESIGN AS A SOUVENIR

TIME OF SPAIN: TIME FOR SPANISH TILES

56



Editorial

Time for Spanish tiles

Certain points in time are an invitation to pause and look back at the past so that we can gain a better understanding of who we are and in which direction we wish to head. This issue of Ceraspaña is marked by these reflections on the origins and legacies of Spanish tiles and by the industry’s capacity to look forward into the future without losing sight of its roots.

The first edition of Time of Spain was clearly one such moment for reflection. For several weeks, international distributors, materials specifiers and journalists flocked to the province of Castellón to gain a first-hand insight into our companies, our production processes, and the features that set all Spain’s tile products apart from the rest. It was also the occasion of the prize-giving ceremony of the 24th Tile of Spain Awards, which pay tribute to excellence and innovation in architecture and interior design.

Legacies also featured prominently in “Spanish Design as a Souvenir”, an installation showcased in Milan which upheld the capacity of ceramic tiles to embody an identity, culture and emotion.

Rounding off this issue is an outline of the main news and foreign promotional activities undertaken by Tile of Spain in strategic markets, highlighting the dynamism of a sector that continues to champion the design appeal, innovation and quality of Spanish tiles worldwide ■

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



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COVER PHOTO: “CASA MARRATXÍ”
BY CASAS INHAUS, FIRST PRIZE IN
THE AA ARCHITECTURE CATEGORY.
PHOTOGRAPHY BY ALFONSO CALZA.

THE BATHROOM, A DAY-TO-DAY SANCTUARY

In recent years, architects and interior designers have come to prioritize the human element in home design, creating healthier, more customizable living spaces with greater emphasis on accessibility and sustainability. Bathrooms, in particular, are closely associated with relaxation, well-being and recharging our batteries. Ceramic tiles are a key material in helping to achieve these goals, thanks to their properties and benefits.



ZYX. Wall and floor tiles: Canvas & Matter series – Matter collection.

We are increasingly conscious of the time and resources that we devote to health and wellbeing. For many of us, the bathroom is the living space most closely associated with this aspect of our routine. As a result, we seek to create long-lasting bathrooms that are comfortable, hygienic

and low on maintenance. Ceramic tiles are more than just a star feature of bathrooms: they meet all the aforementioned criteria, and sinks, bathtubs, shower trays and toilets are normally made of ceramic, given this material's resistance and easy-to-clean properties. Ceramic tiles have a very low porosi-

ty, retaining far less water and dirt than other materials. As well as naturally preventing the growth of bacteria, tiles can also come with extra anti-bacterial protection, offering double guarantees. Ceramic materials are clearly a superb ally in bathrooms, contributing to light or deep cleaning.



NAVARTI CERÁMICA. Floor tiles: Zanzibar series; Wall tiles: Ziro series.



GEOTILES. Floor tiles: Nordik collection; Wall tiles: Messa collection.



GAYAFORES. Wall and floor tiles: Vero Roma collection.



EL BARCO. Wall tiles: Borealis series.



CEVICA. Wall & floor tiles: Adobe collection.



CRISTACER. Wall & floor tiles: Arkemia series.



EQUIPE CERÁMICAS. Wall & Floor tiles: Miyako collection.

Besides guaranteeing functional versatility, given their use on walls and floors, as well as shower trays and countertops and in furniture, ceramic tiles are also highly customizable. They can range from small mosaics to large-format slabs and they come in endless different shapes (pencil tiles, square formats, fish scales, fan shapes, etc.), with designs that combine these different options.

Their customization does not stop here. Tile of Spain's companies offer endless designs and finishes, from natural-look models, such as terracotta tiles and stone, cement or wood-effect ones, to multi-color models or ones in bold designs.

When we choose the materials for a living space, from a sensory point of view, we are most obviously attracted by their appearance, and ceramic tiles stand out for their amazing visual potential. The sensation that a living space conveys can start with the color



PORCELANITE DOS. Wall & Floor tiles: Rapolano collection.



COBSA. Wall tiles: Dandy collection.



MARAZZI. Floor tiles: Mystone Berici collection. Wall tiles: Crogiolo Lume collection.



APAVISA. Wall & floor tiles: Marble Cardinale Rosso & Perlino collections.



EL MOLINO. Wall tiles: Amal collection.

chosen for its surfaces. Don't overlook the tactile appeal of tiles though. On walls and floors, textured tiles not only create a sense of depth and volume, but they can also act as a tactile stimulus. For instance, flooring with a sand-like texture elicits a sense of relaxation. Alternatively, you can opt for a silky floor with a far more restrained stimulus that will provide a blank canvas; a minimal intrusion in our senses.

Ceramic tiles are the perfect ally in bathrooms, contributing to light and even deep cleaning.



UNDEFASA. Wall & floor tiles: Avallon collection.

And on the subject of flooring, nothing could be better than ceramic tiles for guaranteeing imperviousness and safety. Non-slip ceramic tiles offer a safe grip, and a safe home is one where we feel more at ease.

Whether you decide to add a bright dash of color to your bathroom or opt for a more subtle choice of color, the same design on the walls and floor, or a mixture of patterns, colors, formats and border tiles, these materials stand out for their expressive capacity. And when it comes to designing the perfect bathroom, ceramic tiles prove that design appeal does not come at the expense of comfort or functionality ■



STN CERÁMICA. Wall & floor tiles: Canby Fusion series.



SALONI. Wall tiles: Materia & Pigmenta series,.



CLKER. Wall tiles: Ingenio collection.

TIME FOR SPANISH TILES

TIME OF SPAIN

During the months of February and March, the province of Castellón was the epicentre of a series of activities organized to promote Spanish tiles as part of “Time of Spain”. This pioneering initiative highlights the strength, diversity and cohesion of the Spanish tile sector, which once again demonstrates its strategic capacity to join forces and boost its visibility in international markets.

The attendees of the workshop on tile trends, held at La Campaneta (Onda).





A visit by journalists to Natucer's manufacturing plant (Onda).

In coordination with companies from the sector, during February and March, ASCER organized “Time of Spain”: the industry’s biggest promotional initiative. It brought together almost 70 Spanish tile manufacturers and featured a variety of joint and individual promotional activities under the “Tile of Spain” umbrella brand name.

From February 16th to March 6th, 2026, distributors, materials specifiers and members of the press from Spain and abroad, travelled to the province of Castellón, the nerve center of the Spanish tile sector, to gain a first-hand insight into manufacturing processes, investment into technology, the latest in product design and the distinguishing features that set the sector apart and boost its position in export markets. During “Time of Spain”, in addition to discovering the manufacturers’ latest products, visitors could also improve their understanding of the Spanish tile industry, gaining an insight into its origins, processes and approach. In other words, they could discover the ingredient that defines ‘Made in Spain’ tiles: a respect for materials, processes and excellence.

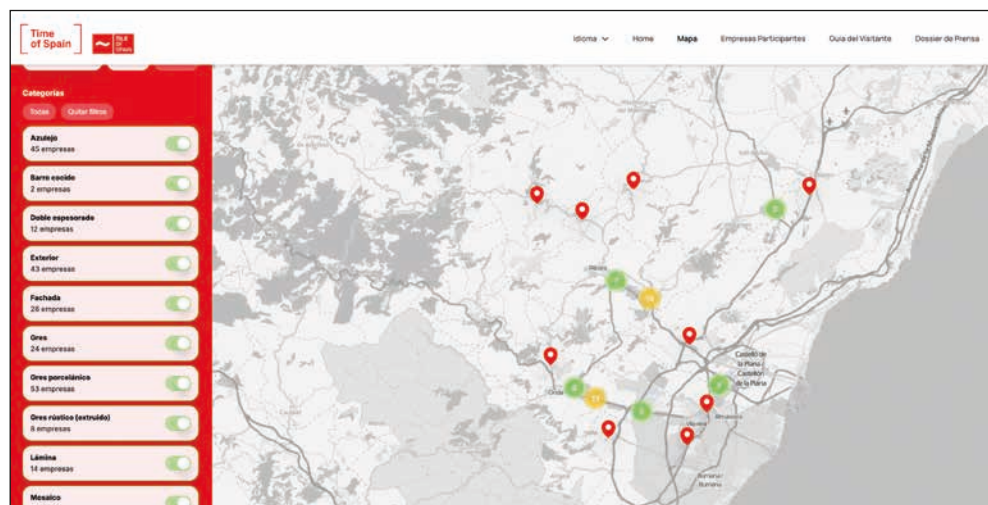
The program combined individual promotional activities at the showrooms and head-



The presentation of tile trends by the ITC's Home Trends Observatory.



Journalists during the visit to Porcelanosa's showroom (Vila-real).



The location of the participating companies, shown on TIME OF SPAIN's interactive map.



The participants of the round table debate, held at TIME OF SPAIN's international press conference (Oropesa).

quarters of the participating companies with activities organized by ASCER for the trade press. It included a presentation of significant statistics for the sector in 2025 at a conference for international members of the press, the prize-presenting ceremony of the Tile of Spain Awards for Architecture and Interior Design, a workshop on tile trends for 2026 by experts from the ITC's Home Trends Observatory, and other tile-related cultural activities, such as a visit to an exhibition of the winning projects of the Urban Regeneration Tile Competition, the Castellón tile route, and a guided tour of Onda's old quarter. All this was aimed at boosting the sector's visibility and ranking in international markets at a key moment in its calendar.

As well as the visit by foreign members of the press, made up of over 50 journalists from 15 countries and organized with the support of ICEX España Exportación e Inversiones, two visits were also arranged for distributors from the USA and the UK. These took place during the last week of February and the first week of March with the support of IVAC Internacional in order to boost the impact of the initiative.

“Time of Spain” is a flexible, scalable model which can be integrated into future sectoral trade fairs, with the coordination of promotional activities by companies under a common slogan: “Time for Spanish Tiles”.

THE “TIME OF SPAIN” DIGITAL PLATFORM: A shared space for the Spanish tile sector

The “Time of Spain” website is a single point of access, centralizing information on the program and providing a directory of the participating companies, ensuring a swift, easy, practical tool. It features search filters by company name and product category and an interactive map to find the geographical location of the companies. Thanks to all this, users can arrange their schedules to fit in with showroom timetables, taking advantage of the companies' proximity to one another in order to optimize visits.

The website also features a “Visitors' Guide”: a section with tourist information (accommodations, transportation and gastronomy) and cultural information (museums and historical heritage) relating to towns from the tile sector such as Castellón, Onda and L'Alcora, as well as a program of parallel activities, such as guided tours and workshops open to the public ■

THE PRIZE WINNERS OF THE 24TH TILE OF SPAIN AWARDS

Since its creation in 2001, the Tile of Spain Awards have forged a reputation in the world of architecture in Spain and abroad, achieving broad recognition among architects and designers.

The jury of the 24th edition, presided over by Julio Touza (architect and Chairman of Touza Arquitectos) and also made up of Martín Lejagarra, Carmen Baselga and Antonio Jesús Luna (from ROOM Diseño) and Susana Babiloni (from the Castellón Architects' Association), singled out the projects in the architecture, interior design, and master's degree categories most notable for their outstanding, innovative use of wall and floor tiles.

The main novelty of the 24th edition of the awards was the creation of sub-categories within the architecture (A-a and A-b) and interior design (I-a and I-b) categories. The awards, sponsored by Valencia Port Authority with the support of Valencia's Regional Ministry of Finance and the Government of Valencia's Public Authorities, have a monetary prize of €8,000 for the first prizes of each sub-category. The master's degree project category, aimed at architecture students, has a monetary prize of €3,000.

The prize-award ceremony of the Tile of Spain Awards, organized and promoted by ASCER, was held on February 24th, 2026, as part of the Time of Spain initiative. The winning projects testify to the wide range of possible tile applications in architecture and interior design today, from projects for housing or public spaces to the renovation of historical heritage.

tary prize of €8,000 for the first prizes of each sub-category. The master's degree project category, aimed at architecture students, has a monetary prize of €3,000.

THE ARCHITECTURE CATEGORY

First Prize for Architecture - Sub-category Aa:

The jury awarded first prize in the Aa architecture category to the project **Casa Marratxi** by Casas inHAUS for the skilful integration of ceramic tiles into an industrial construction system. Uniform use of a single material indoors and out reinforces the concept of modular housing. In turn, the volumetric



The prize-award ceremony of the 24th edition was held at ASCER's international press conference during TIME OF SPAIN.



composition and continuity of the tile materials enhance the architecture, highlighting the potential that tiles offer in prefabricated processes.

First Prize for Architecture - Sub-category Ab:

First prize in the Ab architecture category went to the project “Interventions to Santa María de Sijena Monastery” by Pemán y Franco Arquitectos and Sebastián Arquitectos, praised for the elegance and sensitivity of the restoration work, based on a respect for heritage. Above all, the jury highlighted the subtlety of the tiled floors, made up of triangular tiles laid in a natural-looking pattern and discretely separated from the walls. The flooring enhances the monastery’s architecture without competing with it, adding to its beauty.

THE INTERIOR DESIGN CATEGORY

First Prize for Interior Design - Sub-category Ia:

First prize in the Ia interior design category went to the Brickell Penthouse project in Miami



“Interventions to Santa María de Sijena Monastery” by Pemán y Franco Arquitectos and Sebastián Arquitectos, the winner of the Ab architecture category. Photography: Iñaki Bergera. Shown below, “Casa Marratxi” by Casas inHAUS, the winner of the Aa architecture category. Photography: Alfonso Calza.



The main novelty of the 24th edition is the creation of sub-categories in the architecture (A-a and A-b) and interior design categories (I-a and I-b).

by François Guglielmina (TOGU Miami Design) for its neo-pop interiors and urban American influences. The jury highlighted the quality and sophistication of the whole ensemble, with the integration of natural light as if it were yet another material so that interplay is sparked off with the large-format ceramic tiles. Their mineral appearance infuses the space with dynamism and luminosity, making the tiles a central feature of the project.

First Prize for Interior Design - Sub-category Ib: “Boc Beach” by Il Mio Design was awarded first prize in the Ib interior design category due to its creativity and the star role that color and tile textures play. The jury extolled the combination of different tile formats, which stamp a special hallmark on the space, ensuring coherence while also contributing to the seamless integration of its indoor and outdoor areas. The outcome is a highly expressive project, with a strong 1970s rock and roll feel, where the star features are the tiles and use of color.

THE MASTER’S DEGREE CATEGORY

First Prize for the Master’s Degree Project: First prize in the master’s degree category went to the project “Manos Cerámicas” (“Ceramic Hands”) by Manuel Alexander Fustamante Mori, a student at CEU San Pablo University in Madrid. The jury praised it as being an authentic tribute to ceramic tiles, highlighting its close links with local traditions. The project uses tile processes as a linking thread in revitalizing and breathing new life into the empty spaces and ruins of the town of Los Loros, on the island of Gomera, combining a respect for traditional architecture with a careful analysis of compositions and patterns able to create dynamic spaces.

In addition to the first prizes, the jury awarded a series of special mentions, singling out several finalist projects that reflect the versatility of ceramic tiles in architecture



“Brickell Penthouse Miami” by François Guglielmina (TOGU Miami Design), the winner of the Ia interior design category. Photography: Troy Benson.



‘Ferrobús Pavilion’ by EOASTUDIO, awarded a special mention in the architecture category. Photography: Fernando Alda.



The jury of the 24th Tile of Spain Awards: Julio Touza, Martín Lejagarra, Carmen Baselga, Antonio Jesús Luna and Susana Babiloni.



“Boc Beach” by Il Mio Design, the winner of the Ib interior design category. Photography: José Salto.

and interior design today. These projects range from hotel and catering venues and façades to locally rooted architectural projects, all distinct for their innovative use of materials.

The jury awarded two special mentions in the architecture category, three in the interior design category and one in the master’s degree category.

CATEGORY FOR THE MEDIA

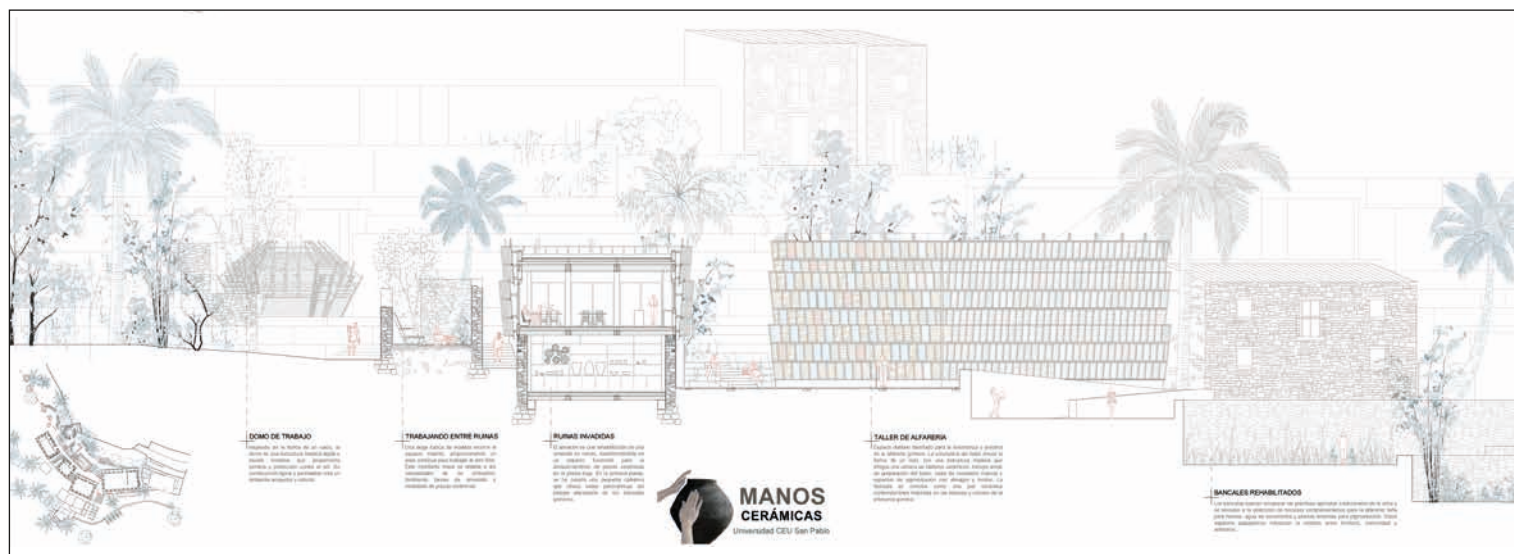
At this edition, the International Media Award went to “Tile & Stone Journal”, published

by ICEX España Exportación e Inversiones, while the Spanish Media Award was given to “Arquitectura y Diseño” in recognition of the media’s key role in the diffusion and promotion of Spanish tiles.

The details of the next edition of the Tile of Spain Awards will very shortly be published on the official website: www.premiosceramica.com. The opening date for the submission of entries is October 2026.

The prize-award ceremony of the 24th edition was held at ASCER’s international press conference during Time of Spain ■

The jury awarded two special mentions in the architecture category, three in the interior design category, and one in the master’s degree category.



“Manos Cerámicas” by Manuel Alexander Fustamante Mori from CEU San Pablo University in Madrid, the winner of the Master’s thesis category.

SPANISH DESIGN AS A SOUVENIR

During Milan Design Week 2026, the capital of Lombardy was once again an international hub for the design world, with top events such as the Salone del Mobile furniture fair and Fuorisalone. For the fourth consecutive year, Tile of Spain took part in Fuorisalone at INTERNI's exhibition space, with an ephemeral installation on show at Università degli Studi di Milano (La Statale). Under the slogan “Spanish Design as a Souvenir”, CODOO STUDIO presented a contemporary still life on an architectural scale where Spanish tiles are reinterpreted as memories infused with cultural identity.

The installation “Spanish Design as a Souvenir” by CODOO STUDIO, at La Statale University (Fuorisalone, Milan).



From April 20th to 26th, Milan once again united leading names from the international design world. Tile of Spain participated in Milan Design Week for yet another year at INTERNI Magazine's exhibition space at La Statale University, one of Fuorisalone's key venues, where a combination of exhibitions, installations and independent events are organized by studios, cultural centers and universities.

The installation "Spanish Design as a Souvenir", by Madrid-based CODOO STUDIO, addressed the concept of *Materiae* through a contemporary vision of Spanish design, tying in the notions of identity, culture and design. The installation took the form of a still life of souvenir tiles, featuring iconic examples of Spanish design, products made in Spain, and shared cultural references.

This 10x1.50-meter rectangular structure could be strolled through by visitors, allowing them to get a close-up view of its 11 sculptural totems clad in tiles by 14 of Tile of Spain's brands: Apavisa, Arcana, Argenta, Cevica, Colorker, Cristacer, Decocer, Dune Ceramics, El Barco, Estudio Cerámico, Gayafores, Harmony, Tau Cerámica and Vives.

Each of the objects played a sculptural, narrative and symbolic role, transcending the exhibition space and enduring in our memories.

Iconic examples of Spanish design, such as the Copenhagen ashtray or the Dalilips sofa by Salvador Dalí, intermingled with everyday objects (a bottle of oil or a porcelain plate) and items of popular culture (a Milan 430 eraser or a wineskin), all transformed into totems. A bright, contrasting color scheme helped to highlight the exhibited objects, attracting spectators and helping them to identify each of them through color codes: browns and blacks for the castanets, red for the lips etc.

Close-up of the bow tie (Cevia) and magnet (Apavisa, Gayafores and El Barco).



“Spanish Design as a Souvenir” takes a new approach to tile design, leaving behind the notion of tiles as tourist souvenirs and, instead, upholding them as objects imbued with history, culture and meaning. Each of the objects acted as a sculpture, story and modern memory, transcending the exhibition space and enduring as a physical, cultural and emotional memory.

Throughout the week, an intense program of events was held at the Salone del Mobile and Fuorisalone’s different spaces in collaboration with designers and brands, attracting thousands of professionals from the worlds of design, architecture and interior design, making this the top international event in furniture and design ■



The installation invited visitors to interact with the objects, for instance the wineskin (Argenta and TAU Cerámica).



Close-up of the Copenhagen ashtray (Decocer), oil bottle (Dune Cerámica), Milan 430 eraser (Cevica) and T-shirt (Colorker).



General view of the installation in the gallery, with the castanets (Vives) and place mat (Cristacer) in the foreground.

SHOWROOM // LATEST TRENDS



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TILE OF SPAIN NEWS

THE UNITED KINGDOM, A KEY MARKET FOR TILE OF SPAIN



The United Kingdom ranks third in exports of Spanish tiles, making it a priority as an export market and the focus of a comprehensive yearly program of promotional events by Tile of Spain.

In February, 17 Tile of Spain companies took part in the Surface Design Show (London), with an informative stand featuring product samples by Adex, Apavisa Porcelánico, Arcana Cerámica, Cerámica Ribesalbes, Cerámicas Aparici, Cevica, Cristacer, Dune Cerámica, Equipe Cerámicas, Gayafores, Greco Gres, Museum Surfaces, Oset, Porcelánicos HDC, Realonda, Undefasa, Vives Azulejos, and Gres. Organized by ASCER and ICEX España Exportación e Inversiones, the initiative counted on the support of the Spanish Embassy's Economic & Trade Bureau in London.

In March, as part of the Time of Spain initiative, nine British distributors visited Castellón on a trip coordinated by ASCER and IVACE Internacional in collaboration with the Tile Association (TTA), the British association of British tile distributors and fitters. The trip included visits to companies and a final address by the TTA, featuring an analysis of the British market, its trends and future prospects.

In June, ExpoTile took place, the only UK event solely dedicated to ceramic tiles, coinciding with the TTA Awards. A group of 7 companies from ASCER took part in the exhibition and following event. ASCER collaborates closely with the TTA in promoting Spanish tiles through ongoing training activities and trips to Spain ■

TILE OF SPAIN RETURNS TO MAISON&OBJET

Tile of Spain was present for yet another year at the January edition of MAISON&OBJET (Paris), one of the leading international architecture and design events. The informative stand featured a select choice of products by 17 different manufacturers of Spanish tiles: Adex, Aparici, Apavisa, Arcana, Cerámica Da Vinci, Cerámica Ribesalbes, Cevica, Decocer, Dune, El Barco, Gayafores, Greco Gres, La Platera, Porcelánicos HDC, Realonda, STN and Undefasa. The initiative was part of an internationalization plan jointly promoted by ASCER and ICEX España Exportación e Inversiones, with the collaboration of the Spanish Embassy's Economic & Trade Bureau in Paris ■



TILE OF SPAIN AT COVERINGS IN LAS VEGAS



Photography: Courtesy of ICEX.

Some fifty companies associated to ASCER took part in Coverings, the United States' top event for the wall and floor tile and stone sectors, held from March 30th to April 2nd in Las Vegas (Nevada), participating under the Tile of Spain umbrella brand at the Official Spanish Pavilion, organized by ICEX with the collaboration of the Embassy of Spain Economic & Commercial Office in Miami. In the Hospitality Area, an extensive program of activities was held for clients, materials specifiers and the trade press, with presentations of trends, recordings of podcasts and moodboard design workshops. During the event, the winners of the Best Booth Awards for the best stands were announced, with prizes going to Decocer, Vives Azulejos and Gres. The winners of the CID Awards, which pay tribute to excellence in the design and installation of tiles and stone, were also announced. Spanish tiles played a prominent role at this edition, with two projects in the international category receiving special recognition: Casa Marratxí by Casas inHAUS and Kimpton Los Monteros Hotel by EL ESTUDIO CREATIVO ■

#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 #somosCerámicaDeEspaña 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
- @tileofspainusa
- @tileofspaindeutschland

You can also find us on Facebook Tile of Spain ■



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TILE OF SPAIN MAKES ITS DEBUT AT CLERKENWELL DESIGN WEEK



Tile of Spain made its debut at Clerkenwell Design Week 2026, the UK's leading design fair, held from May 19th to 21st. Spanish tiles were exhibited at an installation jointly promoted by the Valencia Regional Government (through IVACE Internacional), ASCER and the Castellón Chamber of Commerce. Designed by LA ERRERÍA architecture studio, it featured tiles by 12 ASCER member companies: Adex, Cevica, Cifre Cerámica, Cristacer, Decocer, El Barco, Harmony, La Platera, Porcelanosa, STN Cerámica, Undefasa and Wow Design. The project, entitled "The Secret Garden", reinterpreted the historic English garden owned by the Order of St. John in a reflection on the materiality of architecture, using tiles as a structural element. Divided into four flower beds evocative of the four seasons, the installation featured a landscape of tiled objects, made up of totems, tables and seats in a variety of finishes, colors and shapes conceived to bring dynamism and sensory appeal to the exhibition space. As visitors strolled around the installation, they felt compelled to interact with it, walking, pausing for a while, and conversing in the relaxing setting ■

XXV Tile of Spain Awards

Deadline
22 October
2026

tileofspainawards.com

Prizes

Architecture

Aa: 8.000€

Ab: 8.000€

Interior design

Ia: 8.000€

Ib: 8.000€

Master's Thesis

MTP: 3.000€

Architecture

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twenty-fifth edition

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