

# CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

TILED FLOORS

CEVISAMA IS BACK

SUSTAINABILITY & CERAMIC TILES

**THE WINNERS OF THE 20<sup>th</sup> TILE OF SPAIN AWARDS**

**48**



# Editorial

## Slow tiles

After the forced halt brought about by the pandemic, many of us are reconsidering today's fast pace of life. Slow life (and slow food during the weeks of the lockdown) were initially brought down by necessity, but they have not gone away, and many movements uphold a more conscious approach to life, eating and buying.

Ceramic tiles can clearly be considered a slow material. A product made of natural raw materials with long traditions in Spain; through firing, tiles are transformed into long-lasting, safe, permanent finishing materials.


Given their estimated 50-year useful life, tiles are a highly sustainable option. Thanks to the stain resistance and technical properties of wall and floor tiles, they can be kept in immaculate condition with just water and a little soap detergent, freeing up time to enjoy life. Tile-laying is not the fastest or the easiest process, but well-laid tiles will last for a long time, avoiding future worries.

In a study of the sustainability of our products, conducted by EGL, it was concluded that ceramic tiles are a sustainable, responsible consumer choice. Find out more in the following pages!

We give some examples of projects where ceramic tiles were chosen for the visual appeal and the benefits they afford in the design of living spaces. We will also present the prize winners of the Tile of Spain Awards—an event, like ceramic tiles, that is all set to last for many years, without relinquishing any of its authenticity.

Take your time and enjoy this edition! ■

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



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COVER PHOTO: THE NEW HEADQUARTERS  
OF THE VALENCIA CONSTRUCTION  
SECTOR EMPLOYMENT FOUNDATION BY  
MRM ARQUITECTOS. PHOTO BY MIKEL  
MURUZÁBAL.

# TILED FLOORS: A WORLD AT YOUR FEET

**Have you ever stopped to take a careful look at the different floors you tread on each day? Tiled floors are taking over and they can be seen in more and more places: living rooms, bedrooms, terraces, stores, restaurants, offices, industrial premises and (why not?) streets and boulevards.**



VITACER. Floor tiles: Forge series / Stone collection.



According to a “Study of Spanish Material Specifiers’ Perceptions of Tile Materials”, conducted by NielsenIQ in 2021 for ASCER with the support of the Valencia Regional Ministry for Finance, when those participating in the survey (architects, interior designers, builders and distributors) were asked for their view of future tile trends during the next 5 years, they all agreed that they expected to see the most positive trend in flooring. In comparison with the results of a very similar

study conducted in 2003, there was also a considerable increase in the number of professionals who think that there has been an increase in the use of ceramic tiles, both in new constructions and in remodelling projects, particularly on floors.

Why are ceramic tiles such a must? Think of any color, size and finish. Whatever you imagine, it already exists: tiles in neutral shades or extra-large formats, colorful floor tiles in

original formats, satin finishes with gentle patterns, geometrical motifs with an almost hypnotic appeal, natural finishes with a raw, unprocessed appearance etc. There is endless variety, with models designed to meet the specific requirements of different floor areas: tiles for high traffic, with a non-slip grip, with hygienic properties etc.

When floor tiles are chosen for a project, they play an essential role in defining the persona-



The use of a particular floor covering determines the style of a room and it can even act as a star feature. DECOCER. Wall and floor tiles: Metropol series/collection.



LA PLATERA. Floor tiles: Millestone series/collection.

lity of the living space where they are used. If architecture defines structural aspects, then tiled floors act as a nexus in bringing together the whole project.

If there is one particular factor that defines ceramic tiles, it is their versatility. If their high resistance is added to this, a perfect combination is achieved, allowing the same floor tiles to be used both indoors and out. Surfaces covered in large-format tiles have fewer

**Ceramic tiles combine high technical performance with a myriad of possible designs, from natural-look floor tiles to ground-breaking geometrical motifs or colored patterns**

tile joints. This gives them a seamless appearance, while also ensuring continuity between different living spaces, visual uniformity, and a far more spacious feel. Another possibility is to define different areas by using tiles with different finishes.

We also have good news for environmentally conscious consumers because tiles help to protect the planet. They are manufactured in accordance with sustainable criteria, and



ARGOS. Floor tiles: Tibet collection.



KTL Tiles. Floor tiles: Materica series.







resources are optimized during each stage of the process through the re-use of raw materials, zero wastewater emissions, and the application of the best available technologies to reduce the carbon footprint in each phase of the manufacturing process.

Ceramic tiles are also a sustainable option, given how easy it is to care for them, with less need for chemical cleaners, water or electrically powered cleaning processes. Thanks to their long useful life (lasting for an estimated 50 years), tiles are a sustainable product and a prime example of responsible consumption.

**Ceramic tiles are the material of the future. A natural, recyclable, creative, timeless, resistant, hygienic product. Thanks to the benefits they offer, tiled floors are perfect for every kind of living space, and they fit in to perfection with other materials.**

#### HEALTHY, EMISSION-FREE, SAFE FLOORS

90% of our lives takes place indoors, hence optimum air quality and a clean atmosphere are both important criteria to consider when finishing materials are chosen for both the home and the workplace.

Ceramic tiles are solid products, made of natural raw materials (clay, water and glazes). Thanks to the high-temperature firing process, they acquire a series of unbeatable technical properties, making them suitable for a wide variety of projects, even highly demanding ones.

Did you know that due to their conductivity, they are one of the best materials for radiant floor heating systems, whatever the setting? Ceramic floor tiles are proven to be the best flooring option since they have a better coefficient of conductivity. Their greater density also gives them a greater thermal inertia. All are advantages.



PERONDA. Wall and floor tiles: Verbier series/collection.



PROCONCEPT. Wall and floor tiles: Calacatta Antique series/collection.



PERONDA. Wall and floor tiles: Francisco Segarra (FS) series / FS Star LT collection.



## CERASPAÑA/48

If you need safe, hygienic, attractive flooring, non-slip tiles are perfect for indoor and outdoor wet areas, such as terraces, swimming pools, outdoor stairs, changing rooms and toilets. By using non-slip tiles, visual continuity can also be achieved between indoor and outdoor areas or between wet areas and others not requiring a safe grip.



TERRAKLINKER - Gres de Breda. Floor tiles: Natural collection.

Tile of Spain's companies also manufacture products conceived to meet very specific technical requirements, such as tiles for raised access floor systems that afford easy access to networks, cables and pipes or extra-thick tiles (20mm or more) able to withstand higher loads for adhesive-free installation on lawns, gravel, or sand ■



Tiles are the ideal choice for outdoors. Extra-thick tiles can be laid on gravel, lawns, or sand, with no need for adhesives. COLORKER. Floor tiles: Madison series/collection.



# CEVISAMA IS BACK

Cevisama, the international trade fair, will be returning February 27<sup>th</sup> to March 3<sup>rd</sup>, 2023, with new projects and greater strength. The organizers of the event, which will be held at Feria Valencia, are preparing a high-powered campaign to attract buyers, with all-round improvements to the fair at a commercial and cultural level and in its planned contents.



Cevisama will be the place to get to know the latest products by wall and floor tile manufacturers, and a predominant role will be played by the companies represented by "Tile of Spain". Manufacturers of bathroom furniture and natural stone will round off the products on display, with the event acting as a magnificent showcase for those wishing to discover

the latest trends in architecture and interior design.

Cevisama will also feature a new area where the latest solutions and materials in the field of sustainable building can be found. In addition to complementing what can traditionally be found at Cevisama, this new exhibit will also

draw visitors with different profiles: professionals of the promotional sector from the building development and construction industry.

ASCER will, as always, schedule a series of activities for material specifiers, members of the press, architects, and distributors, among other groups.



**The organizers of CEVISAMA 2023 are working on a revamped edition, turning the spotlight on solutions for the sustainable building sector.**

Cevisama 2023 will also mark the début of **Cevisama Tech**, where leading brands from the tile machinery, frits, glazes and ceramic colors sectors will be represented, in addition to complementary services, such as manufacturers of components and industrial automated systems and specialists in BIM ■

# THE WINNERS OF THE 20<sup>TH</sup> ASCER TILE OF SPAIN AWARDS

The jury, made up of architects Carlos Ferrater (OAB), Fermín Vázquez (b270), Jaime Sanahuja (Sanahuja & Partners), José M<sup>a</sup> Marzo (Tectónica) and Ángel Pitarch (Castellón architects' association) and interior designer Alicia Fernández (Alicia Fernández Interiorismo), decided to award first prize in the architecture category to the new headquarters of the Valencia Construction Sector Employment Foundation by MRM Architects. In the interior design category, the winning project was 'Living in a Coderch' by Estudio Vilablanch.

This year was the 20<sup>th</sup> edition of the Tile of Spain Awards, organized by ASCER: 20 years in which there has been a clear evolution in the use of ceramic tiles in architecture and interior design, with a step forward from a secondary role to what is now often a prime one. At this edition, the jury was chaired

by prestigious architect Carlos Ferrater (OAB Arquitectura), the chairman of the first jury at the 2001 awards.

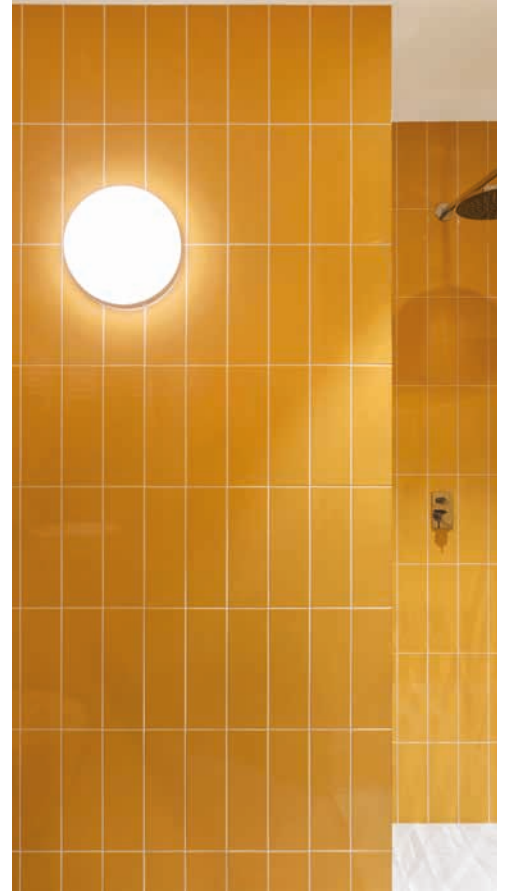
The jury reached a unanimous decision to award first prize in the architecture category to the new headquarters of the Valencia

Construction Sector Employment Foundation by MRM arquitectos, where large-format tiles were used as a linking thread throughout the whole building. First prize in the interior design category went to a refurbishment project by Estudio Vilablanch for a historic building originally designed by Coderch. In

The new headquarters of the Valencia Construction Sector's Employment Foundation by MRM arquitectos, the winner in the architecture category. Photo by Mikel Muruzábal.







"Living in a Coderch", a refurbishment project by Estudio Vilablanch, the winner in the interior design category. Photo by Jordi Folch.

both categories, the jury also decided to award special mentions.

In the Graduate Degree project category, the jury decided to award a first prize and two special mentions. First prize went to "Castilla La MaRcha. A Resort for Motivated Spain" by Gonzalo López Elorriaga, a student from Madrid School of Architecture.

**In this edition, the winning projects illustrate how standard ceramic tiles can be used by architects and interior designers to create highly distinctive projects.**



## ARCHITECTURE

The winner in the architecture category, the headquarters of the Valencia Construction Sector Employment Foundation, was a project by MRM arquitectos (Miguel Alonso Flamarique, Roberto Erviti Machain, and Mamen Escorihuela Vitales).

The jury highlighted the use of large-format tiles as a quintessential feature of the building facade, together with the use of a standard product applied in industrial style to create an outer shell based on the criteria of cleanliness, order and minimum resources.

The new headquarters of the Valencia Construction Sector Employment Foundation is set in rural and semi-industrial surroundings. In keeping with the Valencia region's cultural and physical backdrop, ceramic tiles were chosen for the construction and image of the new employment center, since they are one of the region's flagship manufacturing products, used extensively there.

Special mentions in the architecture category:

Malaga University's Faculty of Psychology and Speech Therapy by Lips arquitectos (Eduardo Pérez Gómez and Miguel Ángel Sánchez García) received a special mention for "the development of an innovative tile system that forms



The University of Malaga's Faculty of Psychology and Speech Therapy by Lips arquitectos, awarded a special mention in the architecture category. Photo by Javier Callejas Sevilla.

a continuous shiny skin around the whole building, using round glazed tiles with other smaller ones in the gaps between them”.

#### INTERIOR DESIGN

In the interior design category, first prize went to “Living in a Coderch” by Estudio Vilablanch: a project for the full refurbishment of an apartment in Barcelona’s emblematic Urquijo Bank building, recapturing the original essence of Coderch’s architecture in contemporary style. The jury praised the rigorous exercise

in interior design, in keeping with the spirit of José Antonio Coderch, while also highlighting the concept of permanence as a common denominator. It also emphasized the skilful choice of materials and meticulous care with which the design project was put into practice.

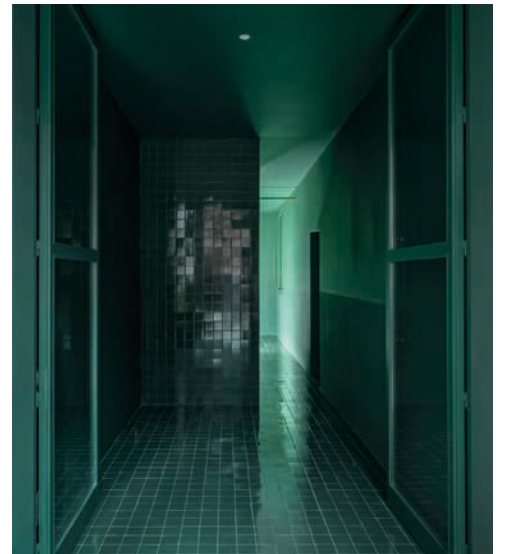
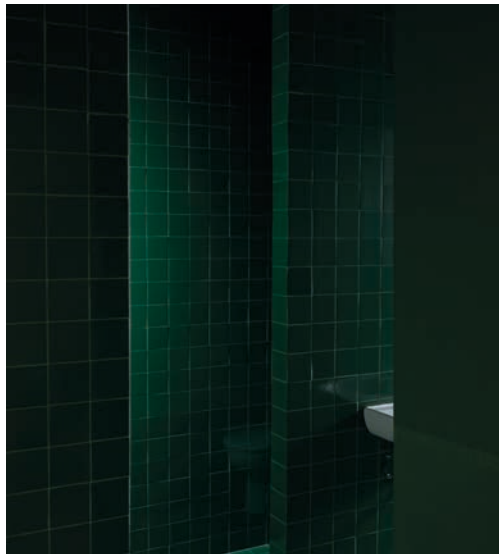
Special mentions in the interior design category:

“JM55” by BURR. The jury praised the capacity to create vibrant interiors in such a small space, with the rigorous use of a single central tiled feature around which all the other spaces revolve.

“Cal Garrofa” by Julia Tarnawski and Albert Guerra. The jury singled it out for its radical conceptual philosophy, used to revive a traditional type of home, as well as the intensive use of ceramic tiles and color to create a space with strong poetic connotations.

#### GRADUATE-DEGREE PROJECTS

Last, the Tile of Spain Awards also include a category for architecture students, aimed at distinguishing the best graduate degree project with a prominent use of ceramic tiles.



Cal Garrofa by Julia Tarnawski and Albert Guerra, awarded a special mention in the interior design category. Photo by Jara Varela.



The jury decided to award first prize in this category to “Castilla La MaRcha. A Resort for Motivated Spain” by Gonzalo López Elorriaga from Madrid School of Architecture.

The jury highlighted the innovative appeal of this provocative project, entitled Castilla la MaRcha, where ceramic tiles play a starring role in a journey from depopulated Spain to an

## 20 YEARS OF THE TILE OF SPAIN AWARDS

The Tile of Spain Awards have forged a prestigious reputation in the world of architecture and the event's 20-year history confirms its importance.

Thanks to this initiative by ASCER (the Spanish Association of Wall and Floor Tile Manufactu-



JM55 by BURR, awarded a special mention in the interior design category. Photo by Maru Serrano.

enjoyable Spain. It involves the creation of a leisure and entertainment resort unlike typical conventional ones, promoting a rural setting in order to revitalize an abandoned space in the town of Peralvillo while also drawing attention to its value through an efficient unorthodox program aimed at generating profits and attracting a new population. The project uses traditional-format ceramic tiles in ground-breaking new ways.

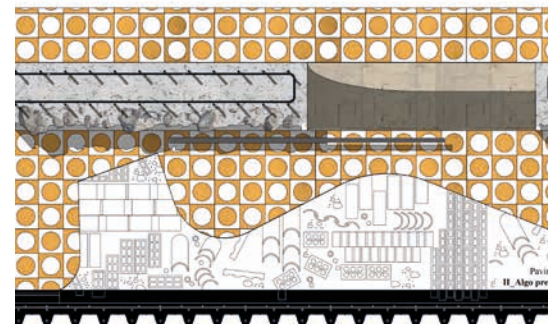
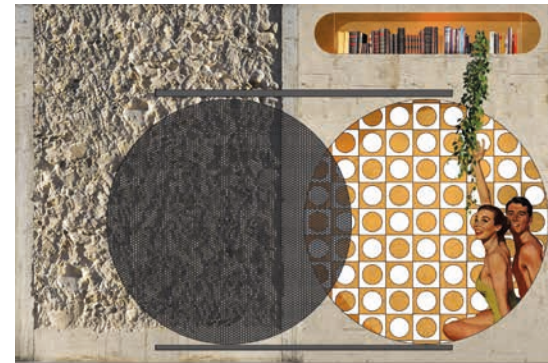
Two special mentions were awarded to the following projects: “A civic center and temporary accommodations at La Asunción former factory” by Mariona Dalmáu Benavent (La Salle School of Architecture) and “Hortus Conclusus” by Teresa Clara Martínez López (Madrid School of Architecture).

ers), the spotlight is cast on the role that tiles play in the design and decoration of a wide variety of projects in both the public and private

## The awards include a category for graduate degree projects by architecture students.

sectors.

The awards, with a total monetary price of €35,000, are divided into three categories. The two main ones, architecture, and interior design, each have a €15,000 prize, while the graduate degree project category, which is aimed at architecture students, has a prize of €5,000 ■



Castilla LaMarcha by Gonzalo López Elorriaga, the winner in the end-of-degree project category for architecture students.

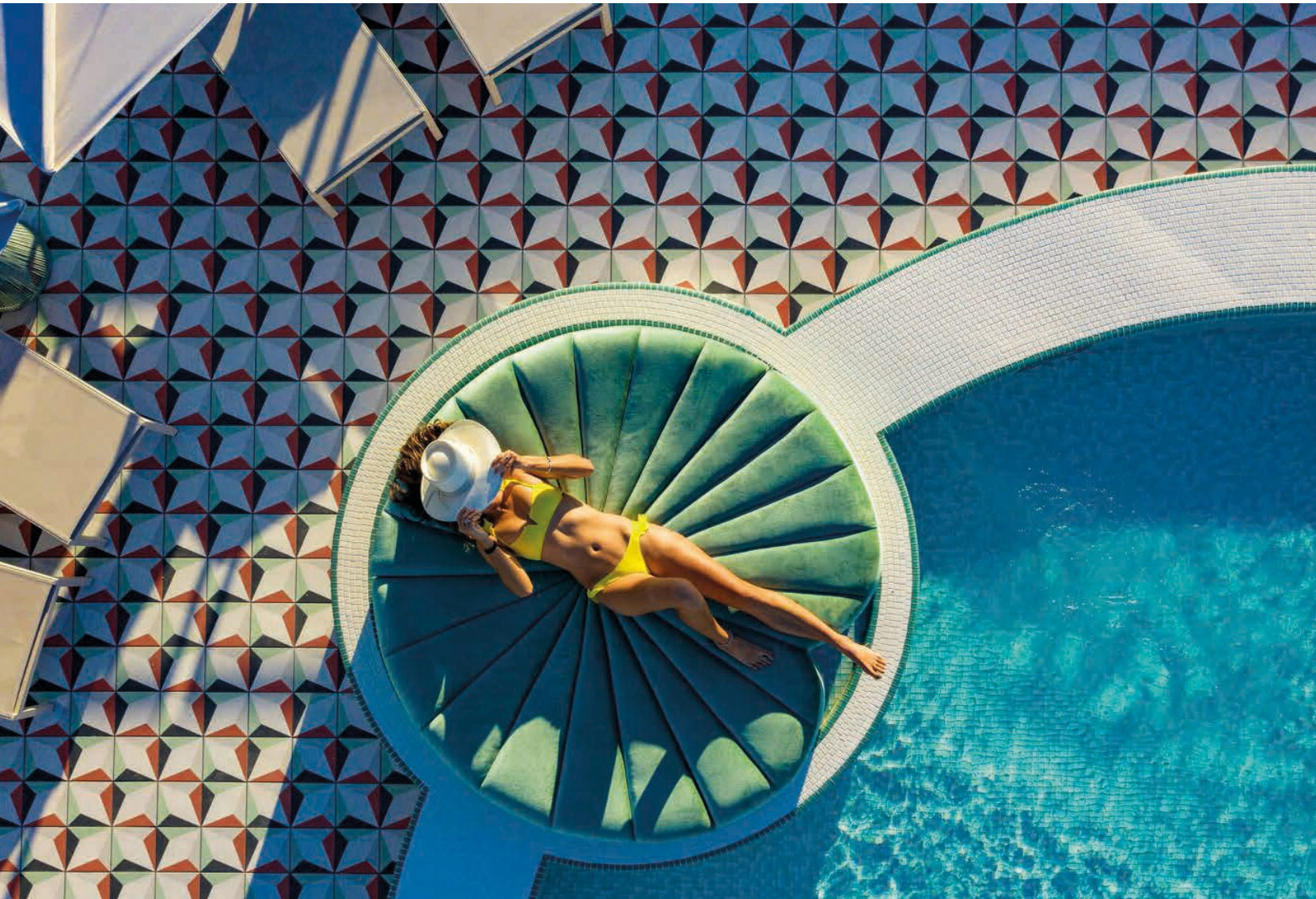




# CERAMIC TILES: A NATURALLY SUSTAINABLE MATERIAL

Ceramic tiles stand out for their limitless visual potential, their versatile applications, and properties such as their durability and resistance. But what contributions do they make to the environment and to the current economy?

MOXY HOTEL · Architect's Studio: Grupo Rockwel / Korp Architecture · Product by CEVICA, Custom Tiles series-collection.







MARGARITO GRILL RESTAURANT · Architect's Studio: Tres Cinco Uno Estudio Creativo. Architects Carlos Carrillo & Pablo Poblet · Product by DUNE CERÁMICA, Atelier series / Piccola collection.

Ceramic tiles stand out for their limitless visual potential, their versatile applications, and for properties such as their durability and resistance. But what contributions do they make to the environment and to the current economy?

ASCER conducted an environmental and circular analysis of Spanish ceramic tiles in conjunction with specialist consulting agency EcoIntelligenceGrowth, with the support of the Valencia Regional Ministry for Finance. The aim was to gather proven information relating to their impact on indoor air quality, their carbon cycle, and the contribution they make to sustainable building programs and product certification schemes, in addition to conducting a lifecycle analysis of tiles in comparison with other materials.



PRIVATE POOL · Architect's studio: Lafoquímica · ROSA GRES, Stela & Pietro collections.



## CERASPAÑA/48

One of the conclusions that can be drawn from analysis is that ceramic tiles are products aligned with European and national current goals, thanks to their potential cyclability and their capacity to reduce negative environmental impacts. They are made of 100% natural materials found in abundance in nature; new



Thanks to ceramic tiles' versatility and to their superior technical performance, they are perfect to use outdoors. EXAGRES; Exadeck collection.



GF VICTORIA HOTEL \*\*\*\*\*GL · Architect's studio: Mayte Calzadilla A+I, a company belonging to Fedola Group 2014-2017 · Product by CERÁMICAS APARICI, Retro series/collection.



tiles contain a certain percentage of recycled material; they are designed to be long-lasting; and they can be re-used at the end of their useful life by converting them into raw materials for other products, providing that the right conditions are made available to do so. They are also resistant to fire and chemical

abrasion and so, potentially, they can be used in buildings throughout their entire lifecycle.

Ceramic tiles offer the guarantee of long-lasting durability, with an estimated useful life of 50 years. Because there is no need to replace them during this period, responsible con-

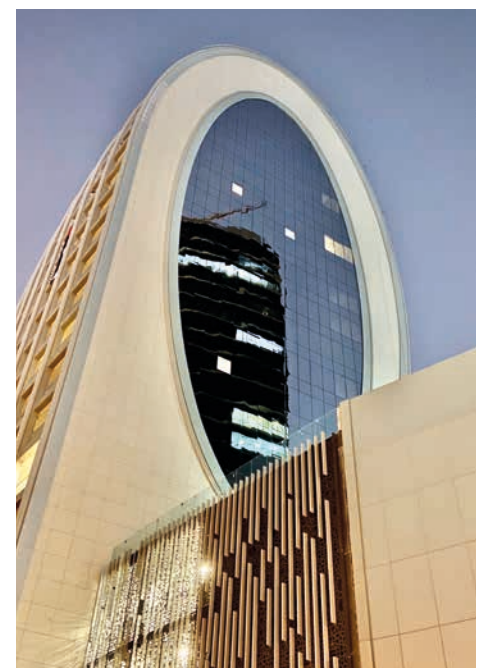
sumption is encouraged, reducing the use of new raw materials and greenhouse gas emissions from manufacturing processes.

#### A COMPARISON OF COVERING MATERIALS USED IN THE BUILDING SECTOR

The impact of construction materials varies considerably, depending on the product in question. On average, people spend 90% of their time indoors and so healthy materials are fundamental in order to safeguard their health. Numerous studies have found a direct correlation between healthy work environments and worker productivity.

Ceramic tiles offer numerous benefits as a construction material, whether they are used in residential environments or for public projects. Notable benefits include:

- Their potential for customization. Tiles come in a wide range of different thicknesses, sizes, and formats, not to mention their limitless designs.
- They do not release toxic substances. They are inert and naturally VOC free.
- Ceramic wall and floor tiles are very resistant and long-lasting. In the study, four alternative types of floor coverings were analyzed (ceramic tiles, vinyl, wood, and carpeting). Of the four, ceramic tiles have the longest lifecycle. This directly affects



Al Ansari Tower · Architect's studio: APG Architecture & Planning Group · Product by FRONTEK, St5006 collection.



Bostrade Kolding · Architect's studio: Tegnestuen Mejeriet · Product by TEMPIO, Rustikotta series.

their environmental impact because the useful life of a ceramic tile can be equivalent to 4 or 5 lifecycles of another material, with all the greenhouse gas emissions that the latter will release.

- Better performance because they are easy to clean and care for, simply with water and soap detergent. They have a high stain resistance, and no additional energy is needed for their care.
- They have a high thermal inertia: an inherent characteristic contributing to energy efficiency in the use of heating/air conditioning.

**The Spanish tile industry largely complies with the UN's Sustainable Development Goals for 2030 thanks to the inherent characteristics of ceramic tiles and constant efforts to improve the industry and its processes.**

- Potential for long life: Extensive useful life cycle. Can remain in circulation or use over a long period of time.
- They can be re-used or recycled. If they are properly sorted and separated from other building material waste, they can be used as a by-product, for instance, as aggregate for concrete or as a plant substrate. Because they do not contain any harmful substances that might be released during their use, they can also be recycled ■



# SHOWROOM // LATEST TRENDS



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# NEWS FROM TILE OF SPAIN

## INTERNATIONAL PRESS MISSION

During the week of June 13<sup>th</sup>, a group of over 50 journalists from 15 different countries visited the tile industry to get to know the latest innovations and news through a comprehensive program of visits and discussions.

With the support of ICEX España Exportación e Inversiones, ASCER organized an international press trip by journalists specializing in the fields of architecture, design, lifestyle trends and tiles from the USA, France, Germany, the UK, Italy, Austria, Denmark, Brazil, Canada, Morocco, Holland, India, Israel, Lithuania, Poland, and Rumania.

The program of activities included visits to showrooms and tile production plants, where the journalists received a first-hand insight into processes, new innovations and the latest in design. An international press conference was held in the conference hall of Feria Valencia, where a brief presentation was given of the latest figures relating to the Spanish tile industry, together with a broad outline of trends in ceramic tiles for 2022/23 by AICE-ITC's Home Trends Observatory ■



## A PROJECT FEATURING SPANISH TILES IS SINGLED OUT AT THE CID AWARDS

At the last edition of the Coverings Installation and Design Awards, a project featuring Spanish tiles was singled out yet again to win an award. The project for a “Party tapas bar” in the center of Valencia by Muyelena Studio was awarded the “Special Recognition - International Award” in the Commercial Tile Design category.

Over the last nine years, the CID Awards have always had at least one prize-winning project that features Spanish ceramic tiles ■





## TILE OF SPAIN AT “FUORI SALONE” IN MILAN

An innovative installation by Tile of Spain could be seen at Fuori Salone's Via Tortona during Milan Design Week and the Salone del Mobile. During this week, Milan became an international focus of attention for professionals from the fields of design, decor, and home design. Tile of Spain had a spacious exhibition area to showcase the versatility and design appeal of its products.

The installation, made up of a series of cubes, was clad from top to bottom in products by the many Tile of Spain's member companies. It could be seen at “Archiprodutos Milano”, Via Tortona 31, in the heart of the design district ■

## TILE TRAINING FOR UK TILE LAYERS AND DISTRIBUTORS



A group of 15 distributors and tile layers from the UK visited the Castellón tile cluster last May to get to know the latest products by tile companies and to receive training in large-format tiles.

This reverse trade mission, organized by the Castellón Chamber of Commerce with the support of ASCER and the TTA (The Tile Association), focused on the subjects of sustainability and innovation: two crucial issues for the industry, a strong focus of attention for the tile sector, and a subject of substantial interest for tile distributors.

The UK is the third biggest export market for Tile of Spain, with sales in 2021 worth over 200 million euros, representing an increase of almost 20% ■



## THE PRIZE-GIVING CEREMONY OF THE 20 TILE OF SPAIN AWARDS FOR ARCHITECTURE AND INTERIOR DESIGN

Coinciding with the international press visit, ASCER held the prize-giving ceremony of the 20th edition of the Tile of Spain Awards for Architecture, Interior Design and Graduate Degree Projects.

In addition to the prizes in the architecture, interior design and graduate degree project categories, an international blog (Golden Notes) and Spanish online magazine (Casa Viva) were both singled out for a special distinction.

The sponsors of this 20th edition, ICEX, Endesa and PortValencia, took part in the prize-giving ceremony, organized with the support of the Valencia Regional Ministry for Finance. At the ceremony, a newly designed award was presented based on a more refined, architectural design concept ■

## #SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

Did you know that there are over 100 manufacturers of wall and floor tiles in Spain, with products distributed to over 185 countries? We have started a campaign on the social networks to present all of Tile of Spain's different brands. Follow the campaign under the hashtag #weareTileofSpain #somosCerámica de España.



### FOLLOW US ON THE SOCIAL NETWORKS

If you want to keep up to date with the latest trends and designs in Spanish tiles, follow us on Instagram at @tileofspain, @tileofspainusa, @tileofspain-deutschland and @tileofspain\_russia

You can also find Tile of Spain on Facebook ■



Subscribe to Ceraspaña and to our newsletter:

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# Tile of Spain Awards

Deadline  
28 October  
2022

Architecture

Interior design

tileofspainawards.com

## Prizes

Architecture: 15.000 €

Interior design: 15.000 €

Degree project: 5.000 €

Organize

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twenty-first edition