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CERAMIC / ARCHITECTURE / DESIGN

BET ON GREEN

SPANISH TILES IN THE DESIGN CAPITAL

SUMMER IN OUTDOOR TILED SPACES

**THE WINNERS OF THE 21st TILE OF SPAIN AWARDS
FOR ARCHITECTURE AND INTERIOR DESIGN**

50



Editorial


A breath of fresh air

In the summer months, the time we spend outdoors multiplies—on terraces, by the pool, and in gardens or natural spaces. Thanks to their versatility, Spanish tiles are the perfect material for these areas, combining visual appeal with high-performance technical characteristics such as durability, resistance, and a non-slip grip. The need for closer links with nature is also clearly reflected in the latest design trends. Shades of green are increasingly common in interior design projects, and the product ranges of the tile manufacturers represented by Tile of Spain offer a myriad of different options, as shown in the article that opens this issue of the magazine.

During the month of April, Milan became the world design capital, where professionals from the design sector worldwide flocked to discover the latest products and trends. Tile of Spain took part, with a space entitled “Seating experiments with Spanish ceramic tiles” at Fuorisalone by well-known designer Tomás Alonso, who created an experimental installation with products from 16 Spanish tile brands.

We have just announced the 22nd edition of the Tile of Spain Awards for Architecture and Interior Design; proposed entries that never fail to surprise, bringing a breath of fresh air year after year ■

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



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COVER PHOTO: “SOCIAL HOUSING IN IBIZA” BY RIPOLL-TIZÓN ARCHITECTS’ STUDIO, WINNER OF THE ARCHITECTURE AWARD. PHOTO BY JOSÉ HEVIA..

BET ON GREEN: CLOSER TIES WITH THE NATURAL WORLD

Green is the latest trend-setting color in design. With a growing desire to be in closer contact with nature and to take advantage of life outdoors, green is not only increasingly popular on patios, terraces and in gardens, but also inside the home.



Polished Onix Jade collection. 1299x3999 / 6 mm.

According to the Home Trends Observatory, the latest trends show that nature has acquired curative connotations as a means of fleeing the hustle and bustle of everyday life. Consequently, design trends seek to incorporate nature in living spaces through different materials and more natural features. The aim is to design healthier, more sustainable interiors in a search for calmness and tranquillity.

Why are we attracted by things with a hand-crafted look? Because they trigger a deep as-

sociation with lifelong familiarity, tying in with concepts like nature, renewability, completeness and environmental care. Instead of artificial perfection, their finishes turn the spotlight on nature's imperfections, exploring the use of unrefined materials, with uneven surfaces and deliberate flaws, inspired by the essence of stone, wood and ceramic materials.

In architecture, sustainability is no longer an additional benefit for consumers, but a need that must be met. This necessity for closer ties

with nature prompts us to bring plants into the home and, with them, the color green.

Green is associated with tranquillity, nature, and an escape from the superficiality of city life. Green evokes all the comfort and assurance of nature: an unprejudiced refuge whenever it is needed.

Ceramic tiles' most notable qualities are their durability and high resistance. They are long-lasting, resistant to wear and tear, low on



BESTILE. Look series / Decorative Arts collection.



EMOTION CERAMICS. Bright collection.



LA PLATERA. Raku collection.



EL MOLINO CERÁMICAS. Studio collection.

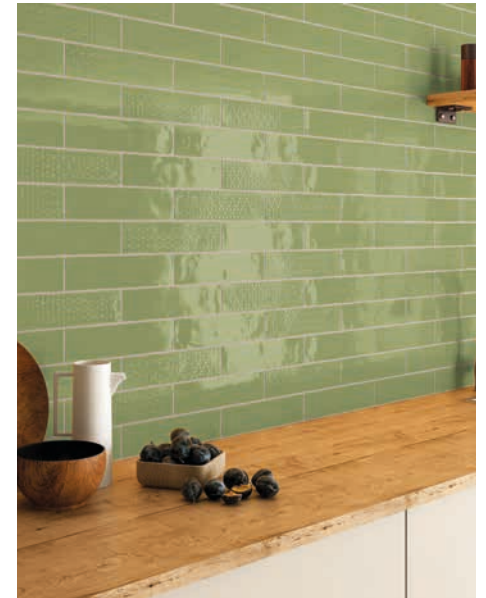


CERACASA. Couture Art&Craft series.

When ceramic tiles are combined with the color green in design, an explosive mix can be achieved, perfect for both indoors and out.



DECOCER. Navona series-collection.



Cicogres. Cottage series.



REALONDA. Vessel series.

maintenance, and able to withstand extreme conditions without relinquishing any of their properties.

These multiple properties have been united with the aesthetic qualities of the color green. Vibrant natural shades of green add a chic, distinctive touch to architecture of all kinds. From the façades of buildings to indoor walls and floors, green tiles guarantee a unique, modern appearance that stands out against other traditional materials.

AN EXPLOSION OF COLOR

In a bid to inspire happiness and good cheer and to transform conventional, dreary settings into places with a more cheerful design, a mix of striking colors should be used, ensuring variety and versatility. Vibrant green can easily be combined with neutral colors,







Cerámica Mayor, Bali series-collection.

like white or grey, and with other bright ones, such as orange or red, to create eye-catching, unusual combinations.

PLANT PATTERNS WITH NATURAL CONNOTATIONS

By using natural materials and natural features in the home, an exhilarating sense of vitality can be achieved, while also guaranteeing a restful comforting feel. Tiles with a myriad of refreshing plant patterns can be found, able to contribute to homes both in visual terms and in the atmosphere they exude. These tile patterns add an energizing touch of green, transforming living spaces of all kinds. Patterns with leaves, branches and other vegetation make us feel that we are in the midst of nature, boosting our sense of wellbeing and lowering our stress levels. These natural connotations are particularly beneficial in urban spaces, where contact with nature is more limited.

Using green in design is an excellent way of lending a natural touch to homes. It is also perfect for those in search of an elegant, modern twist.

GREEN OUTDOOR SPACES

Green ceramic tiles are not limited to indoor areas. They can also be used outdoors, on patios, in gardens and even in pool areas. When green tiles are incorporated in the design of these outdoor spaces, visual continuity between the home's interiors and exteriors is achieved, creating a sense of harmony and link with nature ■



ONIX. Penta Vanguard series/ Aquastyle collection.

SPANISH TILES AT MILAN'S DESIGN WEEK

Spanish ceramic tiles triumphed at Milan's Design Week, with an installation that drew all eyes, where structures clad in ceramic tiles simulated seating.

The installation "Seating experiments with Spanish ceramic tiles" brought the art of sitting to Fuorisalone, with the captivating vibrancy and color characteristic of Spanish tiles.

Over 10 pieces of urban furniture, created using Tile of Spain tiles, filled the porticoed gallery of Università degli Studi di Milano, better known as La Statale. The exhibition space was curated by the magazine INTERNI under the slogan "Design RE-EVOLUTION": a concept that highlights the importance of revolutions in places, the objects that inhabit them, the materials used to make them, and the energies used to create them in a new evolved approach to the conception, production and sharing of ideas in order to create new configurations of spaces.

Designer Tomás Alonso, who was in charge of the project, used this idea as a starting point for Tile of Spain's installation. The designer interpreted the art of sitting in his own language through one single material: ceramic tiles. "Seating experiments with Spanish ceramic tiles" is based on experimentation with types of seating, used independently or with the aid of mini walls to mark out small spaces. The aim of these micro architectural designs was to foster human interaction through the activity of sitting, presenting a variety of textures, colors and formats created by using Tile of Spain tiles.

Each of the micro-spaces was approached in different ways, allowing for experimentation with geometries created with ceramic tiles from



Exhibition space curated by the magazine INTERNI at Università degli Studi di Milano. Photo by Saverio Lombardi Vallauri, courtesy of INTERNI Magazine.



Seating experiments with Spanish ceramic tiles. Photo by Saverio Lombardi Vallauri, courtesy of INTERNI Magazine.

16 Spanish manufacturers: Arcana, Argenta, Azteca, Ceracasa, Cevica, Decocer, Dune, Estudio Cerámico, Gayafores, Porcelanosa, Roca Tiles, Saloni, Tempio, Vives, Wow and ZYX.

Once again, the installation emphasized the versatility, sustainability, and durability of Spanish tiles as a source of inspiration for innovative ideas. The interest that the exhibition aroused could be noted by the number of visitors and professionals who came to try out Tile of Spain's seating.

In addition to Tile of Spain, other installations could also be seen in Interni's space at Fuori Salone by companies like Amazon and the multinational energy company Eni with Walk the Talk, together with an exhibition entitled Stone Pavilion designed by Vivian Coser in conjunction with It's Natural, organized by the Brazil Natural Stone Association, and an installation entitled Tangible & Intangible by Mapei and Ica Group. The Spanish company Roca was represented by an installation entitled Nutura, designed by Benedetta Tagliabue (EMBT Architects), located next to Tile of Spain's installation.



“Seating experiments with Spanish ceramic tiles” experiments with geometries developed to suit a specific tile format.

Given the commitment by Tile of Spain's companies to foster more sustainable, responsible, environmentally friendly buildings and to promote the properties of Spanish ceramic tiles, the installation was designed so that the furniture could continue to be used after the exhibition at Fuorisalone. The different pieces of furniture are currently found in different public and private spaces in Milan, such as the Milan Instituto Cervantes, which now features four of the ten items. This is why “Seating experiments with Spanish ceramic tiles” has become a perfect exponent of the slogan for the exhibition, uniting avant-garde design with the capacity to contribute to the environment ■

THE WINNERS OF THE 21ST ASCER TILE OF SPAIN AWARDS

Over two decades distinguishing projects that feature Tile of Spain products

2023 marks the 22nd edition of the Tile of Spain Awards, an event that has been organized by ASCER since 2001. The Chairwoman of this edition is architect Carme Pinós, accompanied by members of the jury Inma Bermúdez from Inma Bermúdez Studio; Jesús Olivares from COR Asociados Arquitectos; Gracia Cardona, director of the magazine DiarioDesign; and Susana Babiloni, head of the Castellón School of Architects. The deadline for the submission of projects in the three categories (architecture, interior design, and graduate degree projects) is the end of October. The full entry rules can be seen at www.premiosceramica.com



The prize-giving ceremony of the 21st edition of the Tile of Spain Awards at the international press conference by ASCER-Tile of Spain, held at CEVISAMA.

At the last edition of the Tile of Spain Awards, the winner of the architecture category was the “Social housing in Ibiza” project by Ripoll-Tizón architects’ studio. In the interior design category, first prize was won by “Ávila. Planning an empty space” by ALL AROUND LAB, while the winner in the graduate degree project category was “Rampant architecture. The town and the home” by Marta Millanes Sánchez from the Toledo School of Architec-

ture. The jury on that occasion was made up of professionals from the world of architecture and interior design: Eric Parry, Luis Rojo, Biba Dow, Agnès Blanch, José Juan Barba and Ángel Pitarch.

The awards ceremony of the 21st edition of the TILE OF SPAIN AWARDS was held on February 28th at the international press conference given at the trade fair CEVISAMA.

THE ARCHITECTURE CATEGORY

The jury decided to award the prize for architecture to “Social housing in Ibiza” by Ripoll-Tizón architects’ studio due to the project’s high architectural standards. In it, traditional-looking glazed stoneware tiles are used to guarantee aesthetic appeal and high durability. The tiles also fulfil a decorative function, marking out filled and empty



"Social housing in Ibiza" by Ripoll-Tizón architects' studio, winner of the first prize for architecture. Photo by José Hevia.

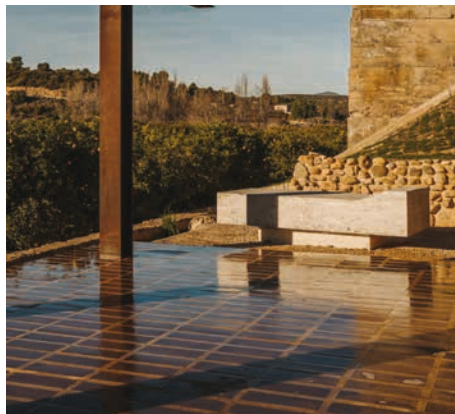
spaces so that the architecture is organized around the empty inner space that plays such an important role in the makeup of the project.

Special mentions in the architecture category

Two special mentions were also awarded. One was awarded to the project "A pergola opening onto a kitchen garden" by Bona fide taller (Alejandro Martínez del Río) for its capacity to breathe new life into a fringe area of an urban environment, in a little town in the province of Castellón. In this design the same tile model was used to pave the space and to cover the shelter roof of the pergola, integrating an existing laundry area with a retaining wall.

The second was awarded to "Valencia Agora Pavilion" by Arqueha+Miguel Arraiz. The jury highlighted the use of ceramic materials in the assembly system of a mountable and dismountable civic space, conceived to act as a symbol of Valencia's role as a design capital.

The Tile of Spain Awards boast a solid history and a prestigious reputation among professionals from the world of architecture, thanks to the high standard of the winning projects and the members of its juries.



"A pergola opening onto a kitchen garden" by Bona fide taller (Alejandro Martínez del Río), awarded a special mention in the architecture category. Photo by Oleh Kardash Horlay.



"Valencia Agora pavilion" by Arqueha+Miguel Arraiz, awarded a special mention in the architecture category. Photo by Alejandro Gómez Vives.



"A home/gallery in Granada's Gran Vía" by Annona Arquitectura (Silvia Cabrera Jiménez and Felipe Hita Suárez in collaboration with Ana Frías), awarded a special mention in the interior design category. Photo by Javier Callejas.



"Ávila. Planning an empty space" by ALL AROUND LAB (Noelia de la Red and Jordi Ribas), prize winner of the interior design category. Photo by José Hevia.

THE INTERIOR DESIGN CATEGORY

First prize in the interior design category went to the project "Ávila. Planning an empty space" by ALL AROUND LAB (Noelia de la Red, Jordi Ribas). The jury highlighted the project's capacity to minimize the use of materials and aesthetic resources. By using ceramic tiles for the flooring and as cladding for the furniture, visual coherence is ensured, while also guaranteeing durability through the use of ceramic panels.

Special mention in the interior design category

The project "A home/gallery in Granada's Gran Vía" by Annona Arquitectura (Silvia Cabrera Jiménez and Felipe Hita Suárez) was singled out to receive a special mention for its use of ceramic materials on the walls, floors, ceiling and furniture, using color to mark out the new volumes created as a result of the project, while also integrating and highlighting an existing mosaic.



"Ávila. Planning an empty space" by ALL AROUND LAB (Noelia de la Red and Jordi Ribas), prize winner of the interior design category. Photo by José Hevia.



The jury of the 22nd edition of the Tile of Spain Awards is made up of the following architects and interior designers: Carme Pinós, Inma Bermúdez, Jesús Olivares, Gracia Cardona and Susana Babiloni.

GRADUATE DEGREE PROJECT CATEGORY

The Tile of Spain Awards also include a category aimed at singling out the best graduate degree project with a prominent use of ceramic tiles by students from schools of architecture.

The winning project was “Rampant architecture. The town and the home” by Marta Millanes Sánchez from the Toledo School of Architecture for its use of ceramic materials as a linking thread to define different pathways throughout the home.

The jury also awarded two special mentions, one to “Courtyards, lounges and stairs” by Alicia de Luis Sánchez from the Madrid School of Architecture and the other to “The denser the drawing, the finer the thread” by Ana Link López from the CEU San Pablo University in Madrid.



“Rampant architecture. The town and the home” by Marta Millanes Sánchez from Toledo School of Architecture, awarded first prize in the graduate degree project category.

The awards feature a category aimed at distinguishing graduate degree projects by architecture students.

The Tile of Spain Awards have a total prize of €35,000, divided among the three categories. The main ones, architecture and interior design, each have a prize of €15,000, while the graduate degree project category has a prize of €5,000.

This 22nd edition is sponsored by Endesa, with the support of the Valencia Regional Ministry for Treasury & Finance ■

SUMMER IN OUTDOOR TILED SPACES

Any corner of a garden, terrace, covered gallery or balcony can be transformed into a tiny oasis to make the most of the fresh air.

COLORKER. 90x90cm (36x36") Boxer Moon collection; 90x90cm (36x36") Duplo (Boxer) series.



Thanks to our growing appreciation of outdoor areas of the home, not only are they used in summer, but throughout the whole year, and we make sure that they have all the comforts normally found indoors. According to the Home Trend Observatory, following the pandemic and the lockdown, outdoor areas of homes have become an extension of their interiors, with safer spaces for socializing.

These outdoor spaces can be adapted to make them more versatile, using pleasant, resistant materials that fit in with our chosen design style, by taking advantage of the properties of ceramic tiles, given their versatility and long useful life.

These tile ranges are complemented by a wide variety of special tiles, like step tiles, skirting tiles, corner tiles and finishing trims.

Ceramic tiles are a brilliant choice for outdoor spaces due to their resistance, durability, easy care and wide choice of designs.

Ceramic tile can be used to take full advantage of outdoor areas, their connection with nature makes them a top-quality, natural product thanks to their natural origin.

Ceramic wall and floor tiles offer excellent guarantees as outdoor covering materials, thanks to their inalterability and their resistance to expansion and the effects of high temperatures. Their capacity to withstand temperature changes and exposure to sunlight, rain and extreme cold make them a safe bet. Once installed, they do not require any special care and they are swift and easy to clean.

Terraces invite you to enjoy the sunlight and fresh air. It does not matter what size the terrace is because Spanish tiles can be found in endless different sizes, finishes and designs. Did you know that there are collections that can help to ensure continuity between indoor and outdoor areas? By using tiles from the same collection, the boundary between different parts of the home can be blurred. When they are used both indoors and out, seamless continuity between both areas is achieved.



MUSEUM SURFACES. Arte collection.



AZULEV. Sandstone series-collection.

CERASPAÑA/50

If your home has a garden area, extra-thick porcelain tiles are perfect for creating pathways on lawns, gravel or sand, without any need for adhesives. This makes them swift and easy to install.

Ceramic tiles are also fire resistant and they do not give off toxic fumes, so they are ideal if you have a barbecue area. If the embers come into contact with the ceramic pieces, they will not deteriorate or burn. Ceramic floor and wall tiles have become a key material for these spaces, which, in addition to preventing stains from forming on their surface - thanks to their low porosity - will prevent them from being altered by contact with heat.

Having a swimming pool is an added bonus, even more so in summer when we look for somewhere to cool down and get away from the heat. It is then that materials become very important. Ceramic tiles for pools have evolved and been modernized and are available in all kinds of designs to fit in with a multitude of circumstances. Ceramic tiles guarantee the safety and technical performance that are required for swimming pools and spas. Because they



NATUCER. 60x120cm (24x48") non-slip Alpes series and special tiles (step tiles, overflows and gratings).

are impervious and inert, they are extremely hygienic, stopping moisture from penetrating the surface and also preventing the absorption of dirt and the growth of germs and fungus. This makes them ideal for places where cleanliness is fundamental. Furthermore, tiles with a non-slip surface can be chosen, perfect for outdoor or wet areas.

Blue has always been a favorite choice color for pools. However, in recent years, new



PERONDA. Cluny series / Cluny 4D collection.

trends have come to the fore, from the creation of different shades of green and blue to geometrical tiles, perfect for transforming your pool into an oasis for whiling away the hours of summer.

Thanks to their broad-ranging aesthetic possibilities, tiles offer endless potential in the design of outdoor areas and in their full customization, with decorative trends to fit in with all possible preferences or tastes ■

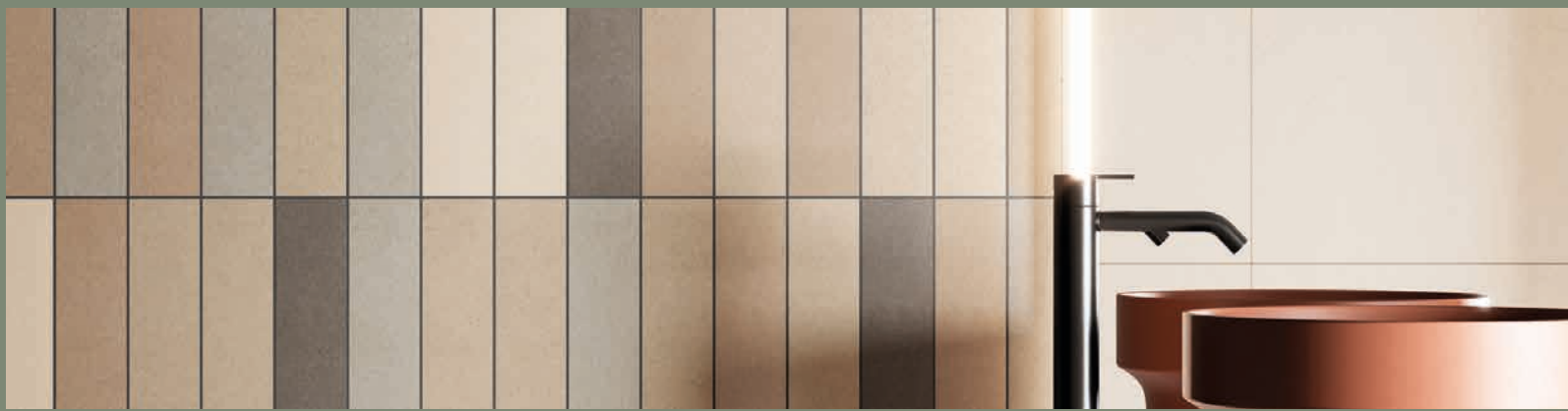


SANCHIS HÔME. Cement Stone series-collection.



PORCELANITE DOS. Quebec collection.

SHOWROOM // LATEST TRENDS



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TILE OF SPAIN NEWS

THE RETURN OF CEVISAMA

To mark this edition of CEVISAMA, ASCER, with the support of ICEX and its trade commissions, organized a visit for international journalists and materials specifiers, made up of almost 100 guests from leading architecture, interior design and tile journals and design studios worldwide in order to promote the Tile of Spain brand and raise better awareness of it. A special website was also created: www.tileofspain-cevisama.com which acted as a digital catalogue of all the exhibiting companies at the event represented by the Tile of Spain umbrella brand. After CEVISAMA, the same website now contains a databank with images of the latest products by the different tile brands, together with videos and interviews carried out during the fair. CEVISAMA 2024, the 40th edition, will be held from February 26th to March 1st at Valencia Trade Fair Centre ■



TILE OF SPAIN AT COVERINGS

Over one hundred companies represented by Tile of Spain took part in COVERINGS, the yearly fair held in Orlando (Florida, USA) in April which is an absolute must for professionals from the wall and floor tile sectors in the States. In the Spanish pavilion, organized by ICEX, a group of 72 Spanish companies showcased their products, 54 of which were members of ASCER.



During the event, the prize award ceremony of the 'Coverings Installation and Design Awards' (CID) took place. At the awards, which single out outstanding achievements in the design and installation of ceramic tiles, three projects featuring Spanish tiles received a "Special Recognition - International Award". They were Casa MYM, a project in La Albatalla, Murcia, designed by Estudio Número 26 in conjunction with Pastor y González Arquitectos; the Torres Blancas refurbishment project by Studio.noju in Madrid; and Valencia Agora Pavilion, designed by Arqueha and Miguel Arraiz, a temporary installation built in Valencia's City Hall Square during the city's allotted time as a design capital ■

'CERAMIC. THE OUTER LAYER OF ARCHITECTURE' VOL. 1

With the support of the Valencia Regional Ministry for Treasury and Finance, ASCER, has published a coffee table book entitled Ceramic, with details of different projects with a prominent use of Spanish ceramic tiles.

In its five chapters, focused on residential projects, the contract market, façades, exteriors, and refurbishment projects, the versatility and contributions of Spanish tiles to architecture and interior design can be appreciated.

The publication is an inspiring guide, highlighting the value of Tile of Spain's products, their creative, innovative uses, and their contribution as key features in achieving high-quality projects.

To see the digital version of the book, click on:
<https://library.tileofspain.com/> ■

#SOMOS CERÁMICA DE ESPAÑA #WEARE TILE OF SPAIN

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 #somosCerámica de España.



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 @tileofspainusa, @tileofspaindeutschland and @tileofspain_russia

You can follow us on Facebook Tile of Spain ■



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PARTICIPATION IN FAIRS AIMED AT THE GERMAN MARKET

The Cologne fair, IMM, took place from June 4th to 7th. Tile of Spain was present, showcasing the latest new products and innovations by the Spanish tile sector in a product display area dedicated to Spanish tiles where 10 members of ASCER—Cevica, Decocer, Dune Cerámica, El Barco, Estudio Cerámico, Grespania, Porcelánicos HDC, Porcelanite Dos, Saloni and Vives Azulejos y Gres—showcased their products.

Germany is a key target market for the Spanish tile sector and, in 2023, 8 Spanish companies participated individually in the trade fair BAU (April 17th to 22nd in Munich): Apavisa, Cerámica Mayor, Cosentino, Emac Complementos, Exagres, Flexbrick, Gres Aragón and Greco Gres ■



Tile of Spain Awards

Deadline
18 October
2023

Architecture

Interior design

Prizes

Architecture: 15.000 €

Interior design: 15.000 €

Degree project: 5.000 €

Jury

Carme Pinós (Estudio Carme Pinós) – president

Jesús Olivares (COR Asociados Arquitectos)

Inma Bermúdez (Studio Inma Bermúdez)

Gracia Cardona (Diariodesign)

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