

# CERASPAÑA

CERAMIC / ARCHITECTURE / DESIGN

TRENDS IN CERAMIC TILE SURFACES FOR 2024

TILE OF SPAIN AT CERSAIE'23

NEW PUBLICATIONS

**CERAMIC TILES IN PUBLIC SPACES**

**51**



# Editorial

## Constant change

As Heraclitus said more than 2,500 years ago, “Nothing is permanent except change”; in other words, change is the very nature of life, and all attempts to resist it is to resist life itself. A philosophy that has been adopted by Tile of Spain companies and is clearly reflected in their constant flow of new products, innovative technical developments that drive new uses and changes in the markets and customer segments they target.

When it comes to design, at the latest edition of CERSAIE we had the chance to see how the collections have been tailored to meet the latest trends, defined by the continued and unquestionable presence of nature and the quest for wellbeing, combined with a nod to artificial intelligence and the reinterpretation of existing designs.

As for uses, Spanish ceramic tiles are constantly gaining ground. Clear evidence of this trend can be found in volume II of the publication entitled “Ceramic. The Outer Layer of Architecture”, which showcases a multitude of projects featuring ceramic tiles with the Tile of Spain hallmark, including homes, commercial premises and façades, etc. Homes and cities are also immersed in ongoing changes to adapt to new ways of living and new lifestyles. In this issue, we show how public spaces are adopting elements that reflect the identity of their communities and seek to create wellbeing. In this context, Spanish ceramic tiles are acquiring ever-growing potential as an outstanding choice for urban design, due to their myriad of aesthetic possibilities and, it goes without saying, their magnificent technical advantages.

Ceramic tiles are an exceptionally resistant and durable material, with a useful life that can extend beyond fifty years. Indeed, it is safe to say that nothing is permanent except change...and ceramic tiles! ■

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



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COVER PHOTO: CHARLES DE GAULLE-ÉTOILE METRO STATION IN PARIS BY STUDIO PLASTAC, FEATURING PRODUCTS BY ONIX. PHOTO BY STUDIO PLASTAC RATP.

# TRENDS IN CERAMIC TILE SURFACES FOR 2023/24

**The Spanish ceramic tile industry is renowned for its long-standing history, ongoing innovations and commitment to sustainability. Thanks to these three factors, ceramic tiles have outstanding potential for transforming spaces, providing superb benefits in terms of their use and maintenance, as well as a wealth of aesthetic and design options.**



ESTILKER. The Roma collection.

In terms of aesthetics, Spanish manufacturers develop their collections in line with the latest design trends, supported by an essential tool: the 'Guide to Home Trends,' published annually by the Home Trends Ob-

servatory (OTH), made up of several Spanish institutions dedicated to researching habitat design. Outlined below are some of the key trends in tile décors and patterns for 2024, compiled by the OTH.

What follows is an introduction to the principal lines in décors and patterns for ceramic tiles surfaces in 2024, compiled by the OTH:





# 1

## CUSTODIAN

In response to climate change and the shortage of natural resources, the Spanish ceramic tile industry has joined the drive to conserve nature and our planet. “Custodian” is a trend conceived to work with nature instead of depleting it.

This trend features finishes that heighten the sense of materiality with rough and uneven surfaces with a coarse appearance, featuring cracked and even burnt effects. In turn, the patterns emulate natural effects such as water, clouds and forests. Its colors include shades of blue and emeralds, lush greens and shades of orange and terracotta.



01.- HALCÓN CERÁMICAS. The Terra collection.

02.- ZYX. The Matter series.

03.- ALAPLANA CERÁMICA. The Veymont series.

04.- MAYOLICA. The Denia series.

05.- EL BARCO. The Vogue series/collection.





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# 2

## WELL OBSESSED

The notion of the home as a place of refuge underlies the concept of invisible and comforting design that seeks a balance between wellbeing and sophistication. Aware of these emotional needs, the Spanish ceramic tile industry has centered their attention on the use of neutral, calming materials with a sensorial feel, perfect for designing restorative settings.

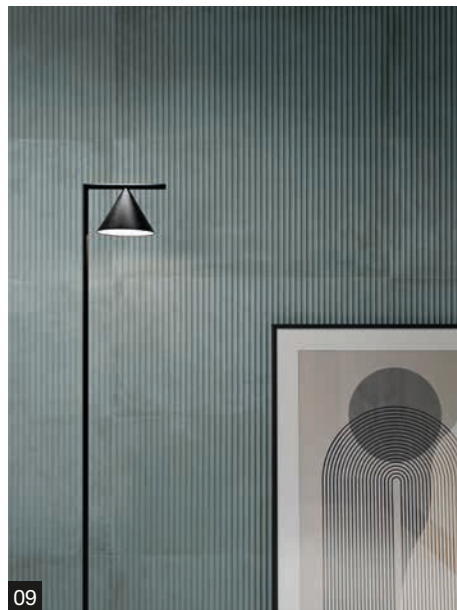
This trend features organic rounded forms and finishes that transmit a sense of warmth such as micro-reliefs or fluted forms. Its colors are focused on pastel tones and soft pale shades.



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- 06.- ROCA TILES. Avalon and Kasbah collections.
- 07.- GAYAFORES. Deco Lingot collection.
- 08.- ARCANA CERÁMICA. The Croccante series (Croccante & Topping collections)
- 09.- UNDEFASA. The Iconic series.
- 10.- GRES ARAGÓN. The Marble Pulpis series.





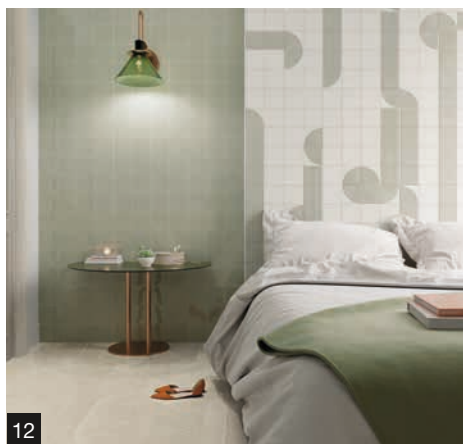
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# 3

## TAKE MEMORY

Looking back to the past, recovering its essence and taking it as a starting point for creating new narratives is a trend that has emerged in response to the uncertain times we live in: a trend that seeks to merge a sense of longing for the past with a modern, urban lifestyle.

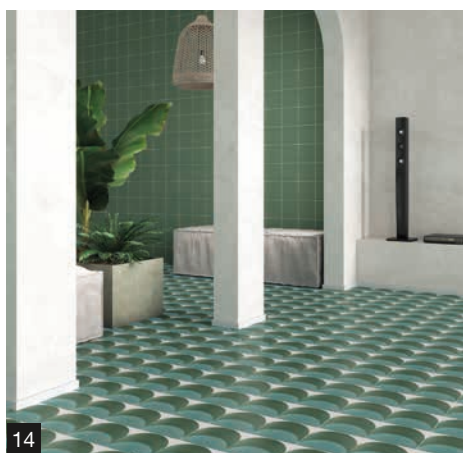
This trend is characterized by visually striking tiles, featuring geometric patterns and bright colors with a nod to the digital age, creating sensations of movement and rhythm. Its colors include a playful mix of greens, mid-blues and dyed pastel tones.



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- 11.- CERACASA. The Concept series (Concept Sunset collection).
- 12.- WOW Design. The Twister & Love Affairs collections.
- 13.- CERÁMICAS APARICI. The Altea series/collection.
- 14.- CEVICA. The Habana series/collection.
- 15.- GAYAFORE. Soleil collection.





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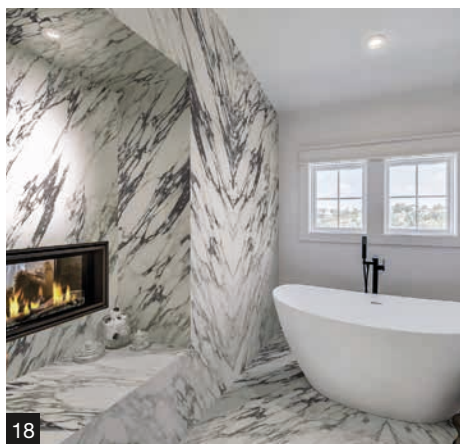
# 4

## ETHEREAL

At a time when physical and virtual environments are becoming increasingly interchangeable, this trend reveals a universe of surprising designs, immersive worlds and visionary solutions. This is a trend that seeks to represent the future, sophistication and luxury through glossy, reflective and metallic surfaces, marble-effect finishes and dark tones with a futuristic feel. Also present are symmetrical designs, mirror patterns and modular designs that are a fabulous invitation to explore the versatility that Tile of Spain offers.



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- 16.- ITT CERAMIC. The Calacatta Borghini series.
- 17.- CERPA CERÁMICA. The Fire series/collection
- 18.- TECHLAM® by LEVANTINA. The Techlam® Kaledonia series.
- 19.- ETILE. The Reef collection
- 20.- ESTILKER. The Roma collection

# TILE OF SPAIN AT CERSAIE 2023

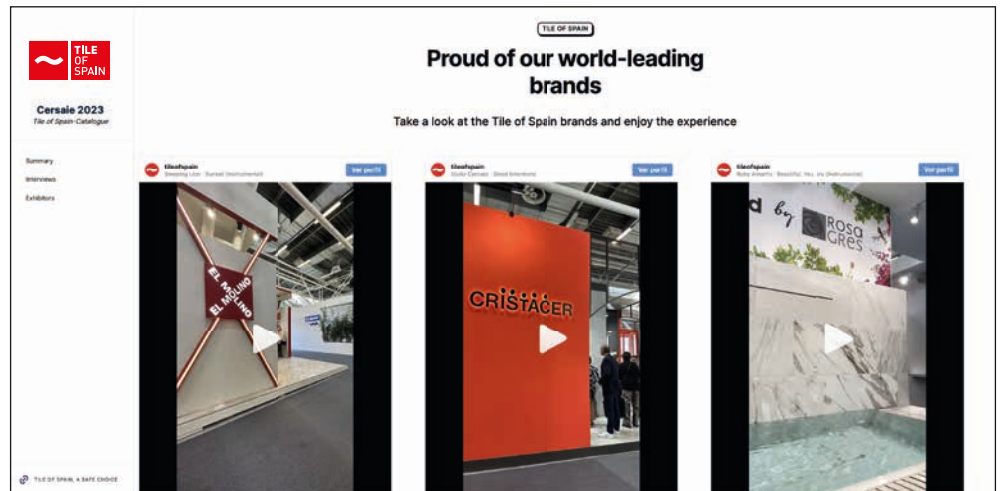
From the 25<sup>th</sup> to 29<sup>th</sup> September, the Bologna Fiere exhibition site hosted the 40th edition of Cersaie, where a group of 75 companies and members of ASCER exhibited their latest products.

For yet another year, a leading group of companies from Tile of Spain took part in the latest edition of CERSAIE to present their new products. This trade fair is one of the most important ceramic tile events in the world, reflected in the excellent visitor numbers, and in particular the large number of professionals from outside Italy that attended the fair. This latest edition attracted almost 100,000 visitors, including more than 47,000 international attendees.

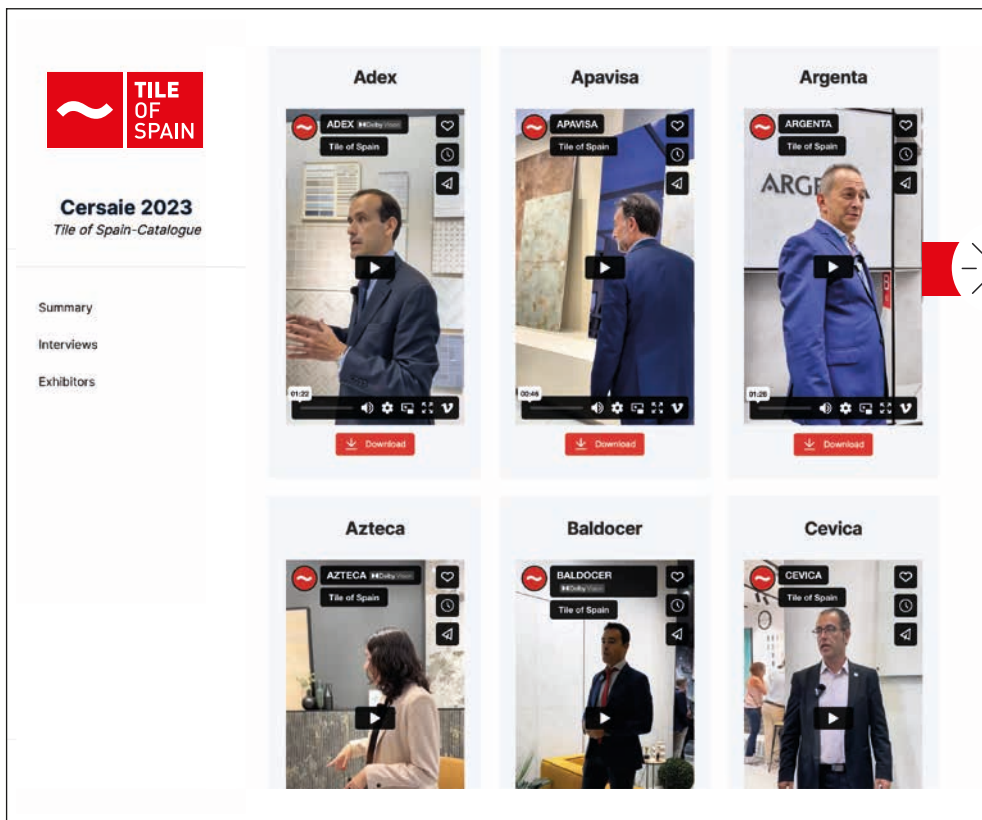
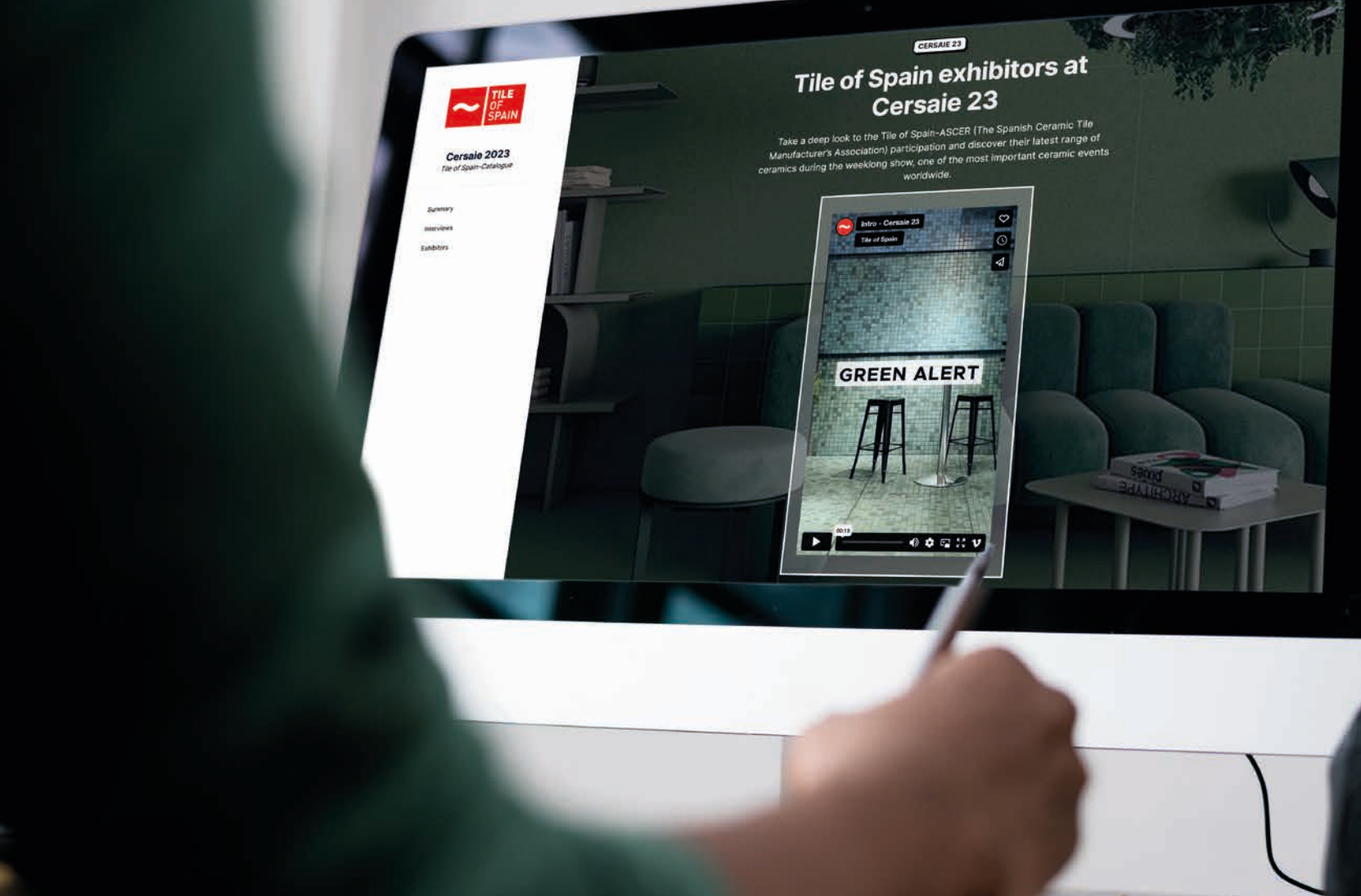
**Three out of every four ceramic tiles manufactured in Spain are sold abroad; hence tile manufacturers' very busy trade fair schedule.**

The high number of Tile of Spain companies that took part is proof of the sector's commitment to export markets: today, three out of every four ceramic tiles manufactured in Spain are sold abroad.

Tile of Spain participating companies benefited from the promotional tool developed in collaboration with the Spanish Institute for







During the event, the companies' activities and their latest new products were closely monitored.

<https://www.tileofspain-cersaie.com/summary>

Foreign Trade (ICEX). The website [tileofspain-cersaie.com](https://www.tileofspain-cersaie.com) was tailored specifically to act as an online catalog during the fair, offering information about the exhibiting companies. The website includes contact details and images of some of the new products presented by each exhibitor. After the fair, all the information that was gathered during the event was uploaded onto the website, with videos of the innovations presented at each stand and interviews, which were streamed live from the @tileofspain Instagram account under the hashtags #DiscoverTileofSpainatCersaie and #TileofSpainatCersaie ■

# ‘CERAMIC. THE OUTER LAYER OF ARCHITECTURE’ VOL. II

Tile of Spain has extended their publications with a new volume of ‘Ceramic’, its monographic of projects. It has also published a new series of catalogs that explore the endless uses of Spanish tiles.







**C**eramic. The outer layer of Architecture” is a publication that highlights the importance of ceramic tiles in architecture and interior design through the careful selection of outstanding projects featuring Tile of Spain trademark products.

Divided into five chapters – residential, contract, façades, exteriors and refurbishments –, the publication showcases Spanish ceramic tiles as a magnificent option, thanks to their resistance, versatility, variety and high decorative value. In addition, it draws attention to the unbeatable technical characteristics of ceramic tiles, which guarantee finishes of a consistently exceptional standard.

Projecting spaces capable of transmitting sensations, stimulating creativity and provoking reactions that are respectful with their environment, without leaving aside functionality, is a true art.

The publication turns the spotlight on the creative, innovative applications that can be given to Tile of Spain ceramic tiles as materials that play a key role in the achievement of top-quality projects.

The featured projects highlight the value of Spanish ceramic tiles, which bring character and a strong identifying hallmark to each of them thanks to the wide range of available textures, formats and colors.



#### A NEW COLLECTION OF CATALOGS

‘Get to know the materials’, ‘Enjoy your home to the fullest’, ‘Discover the city’, ‘Make the most of each moment’ and ‘Project your ideas’ are the five catalogs that make up the ‘Ceramic Tiles’ collection by Tile of Spain, aimed at illustrating the versatility of Spanish ceramic tiles from several perspectives. The catalogs have been designed to showcase the use of ceramic tiles in all contexts, pro-

The publication’s five chapters showcase projects from all over the world where Tile of Spain products are featured.

viding a full insight into the characteristics of this material and its numerous benefits. Special emphasis is placed on the sustainable nature of ceramic tiles, highlighting their contribution to responsible design and building and taking into consideration the question of the impact on the environment.

The collection reflects the wealth and diversity of Spanish tiles, demonstrating their versatility in different contexts and the Spanish tile industry’s commitment to sustainability and responsible design. The catalogs are a source of inspiration and information for those seeking to discover the countless possibilities Spanish ceramic tiles offer in the creation of liveable, functional, and aesthetically pleasing spaces.

ASCER counted on the support of the Valencia Regional Ministry for Finance and the Public Administration in the release of these publications ■

# SPANISH CERAMIC TILES IN URBAN DESIGN

Amid the hustle and bustle of city life, public spaces and urban furniture play a key role in the everyday life of citizens. With their sights set on a combination of aesthetics and durability, cities are opting for elements that reflect a community's identity and create a pleasant environment. In this context, Spa-

nish ceramic tiles are proving an exceptional choice for urban design.

Projects such as the restoration of Güell Park (J. Antonio Martínez Lapeña and Elías Tur), Charles de Gaulle-Étoile Terminal (Studio Plastac) in Paris which recreates images

of the skies, or the sea promenade that runs alongside Poniente Beach in Benidorm (OAB Estudio), all share a key element that positions them at the forefront of architecture: the use of Spanish ceramic tiles. Their versatility, beauty, and ability to withstand the harshest conditions make them the finest choice for







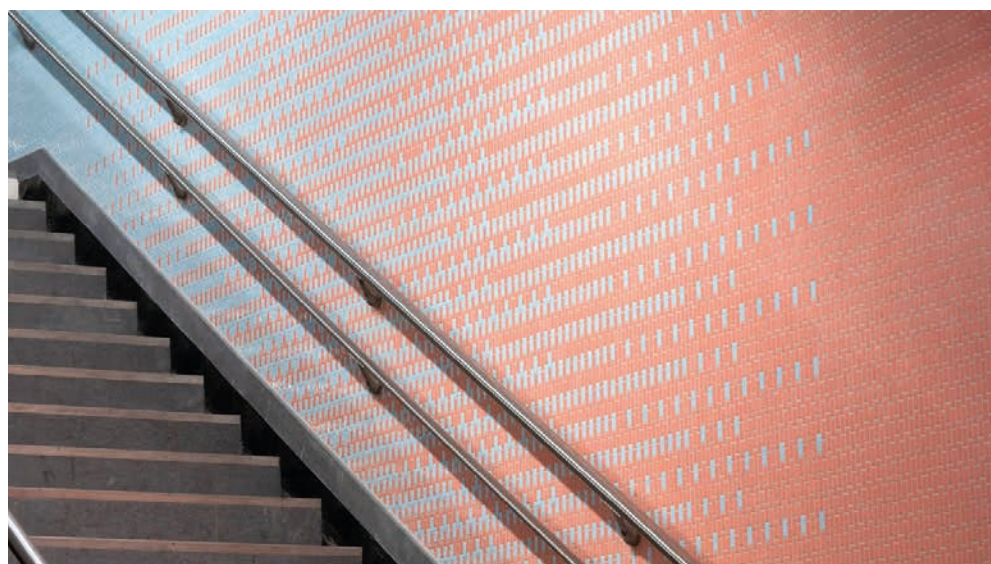
forward-thinking architects and designers seeking to reflect their visions with innovative and long-lasting solutions.

Public projects imply the use of materials that comply with strict requirements, and ceramic tiles stand out as the best option for meeting these strict technical regulations. This versatile material combines design and durability, enabling it to reach its maximum potential in major projects in public spaces.

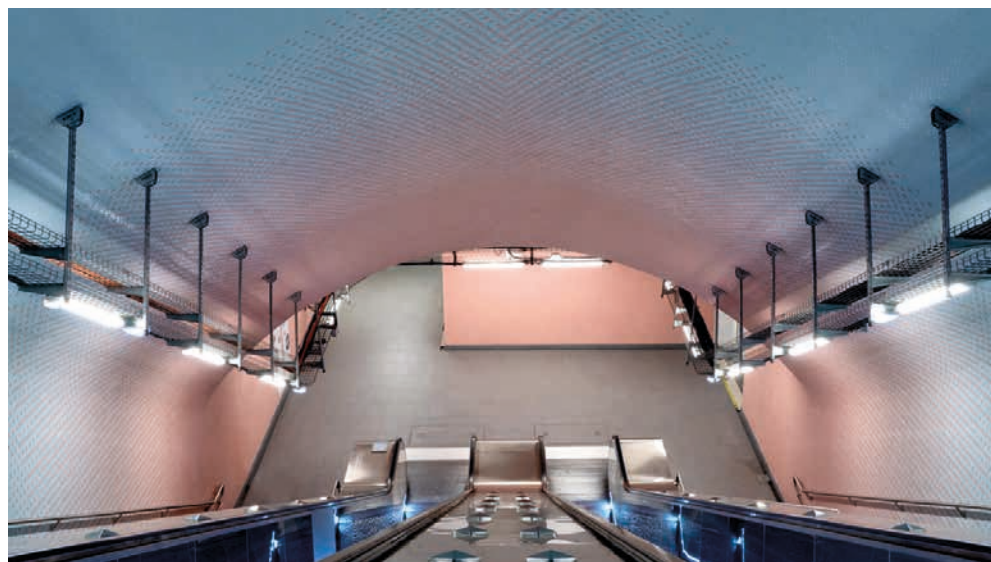
One of the most exceptional benefits of ceramic tiles is their resistance to wear and tear, foot traffic, adverse weather conditions and impacts. This makes them the perfect choice for high traffic areas such as stations, airports, public squares, and shopping centers, as their appearance remains unaltered over time. Their imperviousness and resistance to stains and chemicals make them easy to clean and disinfect, guaranteeing optimum hygiene and easy maintenance in these public settings.

**Ceramic tiles are a favorite option for paving and covering public spaces, deploying an endless range of creative options.**

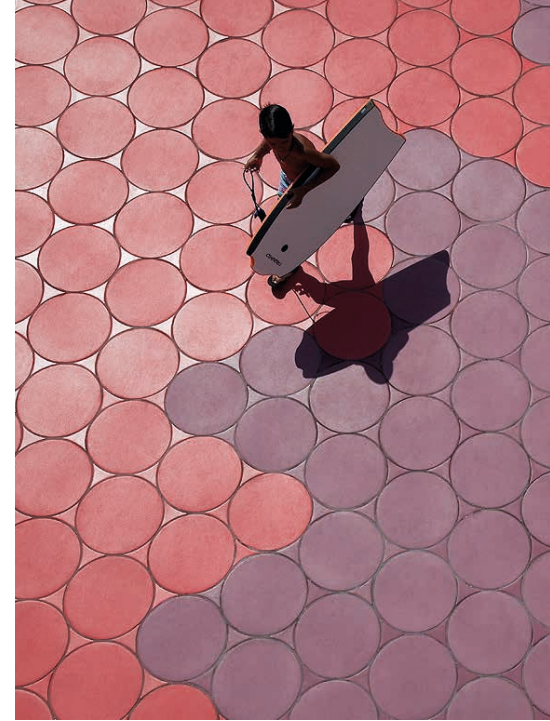
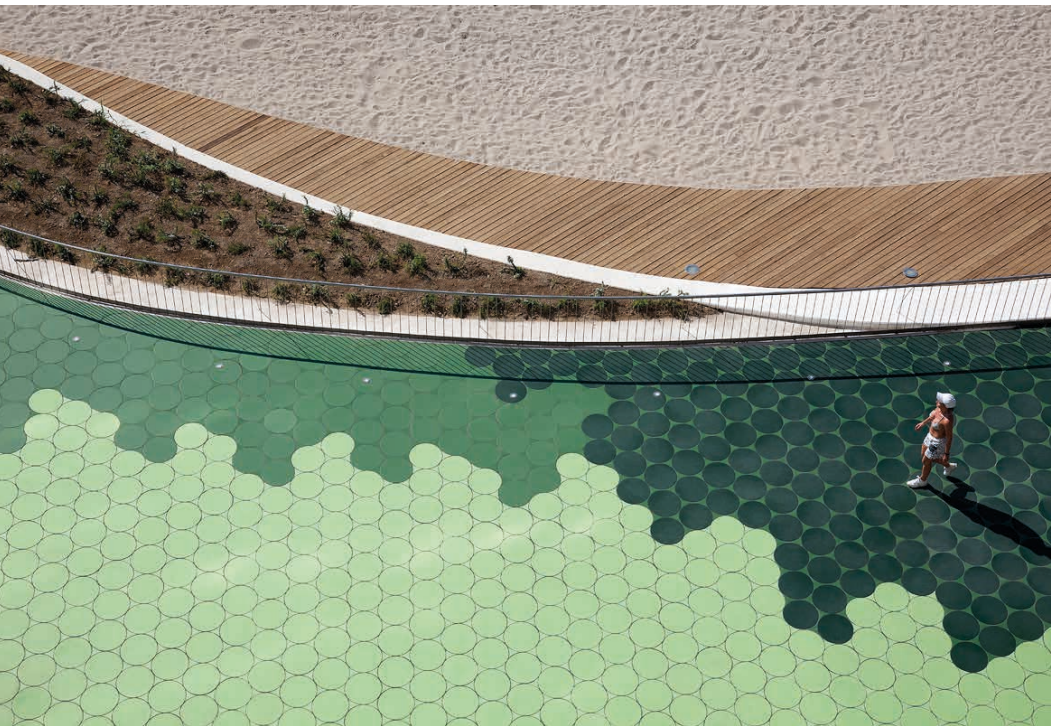
Ceramic tiles are a favorite option as a paving and covering material for public spaces, deploying an endless range of creative options. From geometric mosaics to abstract designs, ceramic tiles are a canvas for artistic expression in urban settings, bringing previously bland spaces to life and filling them with a sense of originality.



Channels to the tunnels of RER Charles de Gaulle-Étoile metro station. Paris (France). Designed by Studio Plastac. Commissioned by RATP. Photos by Studio Plastac. Glass mosaic tiles by ONIX. Tiles custom made for the project.







In city centers, urban furniture reflects the nature of the setting. Ceramic-tile benches, seats, pergolas, and fountains make for a perfect mix of comfort and aesthetics. Blending in harmoniously with the urban layout, these elements become places where citizens can come together or rest, improving their quality of life and encouraging social interaction.

When it comes to urban design, Spanish ceramic tiles are here to stay: indeed, they have conquered public spaces and furniture with their matchless art and durability. This mix of aesthetics, functionality and sustainability has made them an increasingly popular trend, transforming cities into living canvases that reflect the creativity and spirit of their inhabitants. Yet Spanish ceramic tiles do more than just embellish the urban landscape: they also direct urban development towards an avant-garde and environmentally responsible approach.

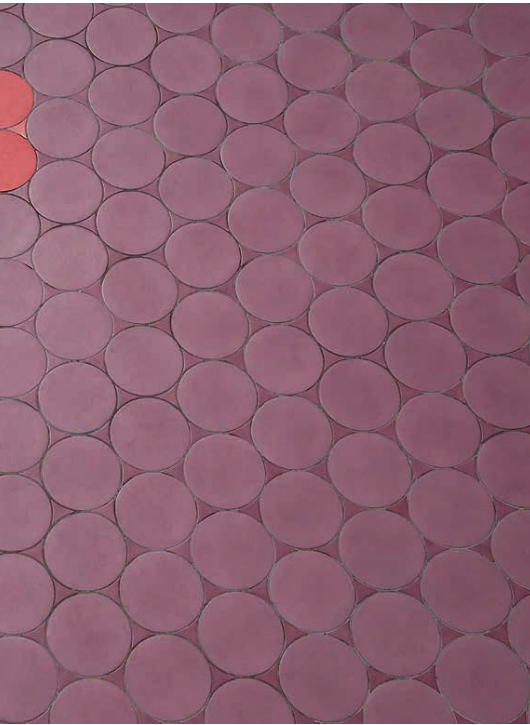
Aware of the need to support the Spanish ceramic tile industry and back one of the province of Castellón's most important manufacturing sectors, Castellón Provincial Council is working on a series of initiatives destined to promote ceramic tiles. Examples include the Urban Regeneration Competition (CRU in its Spanish initials), backed by the Spanish Ceramic Tile Manufacturers' Association (ASCER in its Spa-



Square and bus stop in Vinaròs by Erreria. Products by NAVARTI CERÁMICA.



Seaside Promenade by Benidorm's Poniente Beach by OAB Studio, featuring paving materials by EQUIPE CERÁMICAS.



When it comes to urban design, Spanish ceramic tiles are here to stay: indeed, they have conquered public spaces and furniture with their matchless art and durability. This mix of aesthetics, functionality and sustainability has made them an increasingly popular trend, transforming cities into living canvases that reflect the creativity and spirit of their inhabitants.

nish initials), conceived as a channel for promoting innovative ceramic tile applications for public spaces, such as façades, pavements, urban furniture, and other solutions. This action has positioned the province of Castellón as a



Restoration of Güell Park by J. Antonio Martínez Lapeña and Elías Tur, with products by ADEX.







benchmark for technological innovation in the international ceramic tile industry.

CRU is one of Spain's biggest architecture and urban planning events, as well as a consolidated promoter for the use of ceramic tiles in urban settings. Entries in the competition include projects such as "Una pérgola abierta a la huerta" (A Pergola Overlooking the Orchard) by Bona fide taller in Sot de Ferrer: a project to refurbish a fringe area of an urban

setting using a single type of ceramic tile to pave the space, with a pergola roof which integrates the existing laundry and retaining wall. This project received a special mention in the architecture category of the 21<sup>st</sup> Edition of ASCER's Tile of Spain Awards.

"Escala del Papa Luna" (Pope Luna steps) in Peñíscola by Mi arquitecto is a tribute to the city's castle and the water that surrounds it. Each row is clad in tiles of a different finish, all

evocative of natural materials, in order to define and separate the steps depending on their spatial arrangement and the public space's possible use for a myriad of events. The stages, on the other hand, are made of recycled ceramic tiles that look like wooden strips.

The "Square and Bus Stop" in Vinaròs, by La Erreria, upholds the notion that infrastructures of this type not only make sense when they are integrated into the background setting,



Papa Luna steps in Peñíscola by Mi arquitecto, with products by PORCELANOSA.



but also when environmental and sustainable criteria are considered. The project is based on a core notion of the correct use of ceramic materials, minimizing the number of tiles while optimizing their use and working with surplus and recycled materials, as well as a series of other ideas.

These projects are just a sample of the unique potential of Spanish ceramic tiles in architecture, reminding us that Tile of Spain ceramic tiles are an endless source of inspiration, capable of challenging the limits of possibility and taking architecture to new heights of excellence and creativity ■



A pergola overlooking the orchard by Bona fide taller in Sot de Ferrer, featuring products by EXAGRES.





# SHOWROOM // LATEST TRENDS



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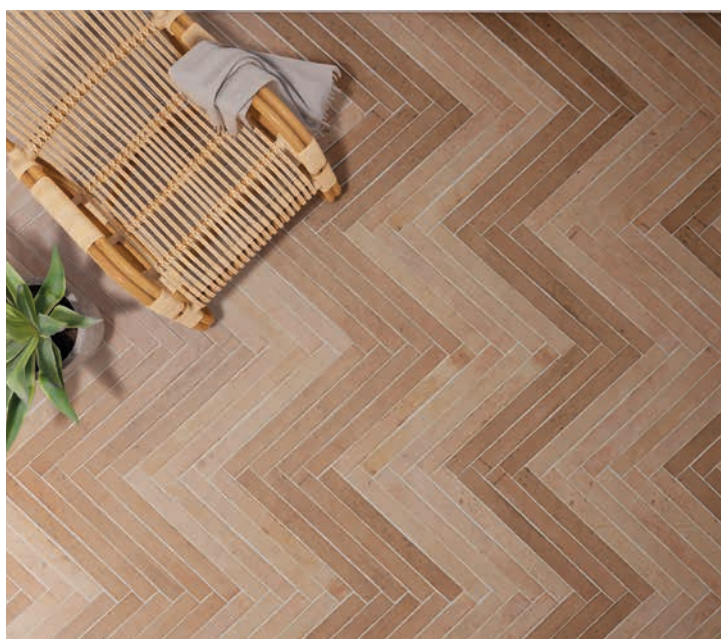
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# TILE OF SPAIN NEWS

## A GROUP OF UK DISTRIBUTORS VISITS THE SPANISH TILE SECTOR

With the support and co-funding of the ERDF and the International Department of the Valencia Institute for Business Competitiveness (IVACE) and the collaboration of the Castellón Chamber of Commerce, ASCER organized a visit for UK distributors wishing to get to know the manufacturing process, latest products, and investment into sustainability by the Spanish tile sector.

During the trip, which lasted from July 3<sup>rd</sup> to 6<sup>th</sup>, the group visited the showrooms and manufacturing plants of different companies, where they were able to discover the wide variety of products and versatility of the Spanish tile industry, in addition to recent developments in the fields of sustainability and innovation.

A seminar was also held at ASCER, where representatives of the Tile Association offered an overview of their vision of the tile market, latest trends, and evolution of the construction sector in the UK.

This is the third mission of this kind hosted by the sector with the collaboration of the TTA (The Tile Association), which represents the ceramic tile sector in the UK.



With the focus yet again on the British market, in November, the Spanish tile sector took part in an online seminar held by the Royal Institute of British Architects (RIBA) entitled 'One-Off Houses'. At the seminar, an expert from Tile of Spain gave a presentation on products and solutions that the Spanish ceramic tile industry offers architects for the planning and design of safe, sustainable, aesthetic housing ■



## TILE OF SPAIN TAKES PART IN MAISON&OBJET (PARIS)

For the fifth time, Tile of Spain took part in MAISON&OBJET (Paris, September 7<sup>th</sup> to 11<sup>th</sup>), with an information stand where twelve of its companies showcased a selection of their new products. The companies represented at the event were Azteca, Ceracasa, Cerámica Da Vinci, Decocer, Dune, El Barco, Estudio Cerámico, Gayafores, Grespania, Realonda, Rosagres and Vives. One new feature at the stand was an interactive space for visitors where they could create their own collages and inspiration moodboards with Tile of Spain products ■





## A COMPREHENSIVE PROGRAM OF ACTIVITIES TARGETED AT THE GERMAN MARKET

Germany is one of the foremost export markets for Spanish tiles, a market that seeks products with high added value. Tile of Spain has a specific promotional plan, co-funded by ICEX, with a program of different activities throughout the year aimed at different target customers, such as distributors, tile-layers, and materials specifiers.

For instance, during the last quarter of the year, a seminar for architects was held at Warthalle in Berlin, where over 60 professionals attended a discussion by La Erroría architectural studio. The iconic Warthalle also featured an exposition area, where eight companies exhibited their most innovative products (Baldocer, Cerámica Da Vinci, Cevica, Decocer, Dune, Estudio Cerámico, Flexbrick and Grespania).

A visit to the tile industry in Castellón was also organized for a group of twenty German tile-laying professionals, where they took part in a comprehensive training program and visited tile manufacturing plants and showrooms ■



## A SEMINAR ON SPANISH TILES AT THE HEADQUARTERS OF THE AIA IN DALLAS

In early November, a seminar was held at the headquarters of the American Institute of Architects (AIA) in Dallas, Texas, on the latest Spanish tile products and solutions for architecture and interior design. The audience, mainly made up of architects, interior designers, distributors, and the trade press, was able to gain an insight into Tile of Spain's latest innovations at a forum by consultant Ryan Fasan, together with the products offered by fourteen companies belonging to ASCER ■

## #SOMOSCERÁMICADEESPAÑA #WEARETILEOFSPAIN

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

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)

Susana Babiloni (Colegio Territorial de Arquitectos Castellón)

tileofspainawards.com

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