



PORCELANOSA Grupo

PORCELANOSA lifestyle

ISSUE NO. 38 / 5 EUROS



CUTTING-EDGE FAÇADES France, Great Britain, Italy and Canada **THE ART OF LIVING** Projects where light rules
PORCELANOSA IN The definitive digital platform designed to serve professionals **ALBERTO CAMPO BAEZA** The architect who moves emotions
INTERIOR DESIGNERS ON SOCIAL MEDIA New trendsetters **EXCELLENCE AND COMMITMENT** A perfect house in Mallorca /
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EDITORIAL

Alliances for the future

During more than 48 years of activity, the **PORCELANOSA Group** has maintained a constant dialogue with professionals in the sector and has been a driving force behind major changes in architecture and interior design for a world in constant evolution. The present situation has made the challenges more apparent.

We need healthier cities, buildings created with emotional intelligence and state-of-the-art construction. Rural environments in which sustainability permeates throughout and becomes a reality through new materials that find the balance between comfort and nature. The future demands more. More awareness, more research, more commitment. The environment is no longer a second-level issue and is the centre of all concerns, of all debates.

Sustainability, yes, but also beauty. The equation that combines ethics and aesthetics has become strong, unavoidable.

For all these reasons, the **PORCELANOSA Group** has moved one step closer to excellence in the relationships between its eight companies and this vital sector by creating **Porcelanosa IN**. This is the first digital platform to make all our business expertise available to architects, interior designers and other professionals to unify standards and work methodologies. **Porcelanosa IN** gives clients access to online advice from their assigned agent, allows them to consult and download the multimedia resources they need, upload their projects, request work material or play an active part in the IN events arranged by the **PORCELANOSA Group**.

To define what we expect from these alliances, we will use a phrase that has become even more true and necessary in these enormously challenging times: "Unity is strength."



On the front page This office building is located on one of Bordeaux's main business arteries. The work of the architects Nicolas Ragueneau and Antoine Roux, the façade facing is notable for its original framework of vertical sheets of ultra-white Krypton® Solid Surface, 19 mm thick. The Butech Technical Department participated in this project, developing a new façade system specially designed for this building.

Photo: Stéphane Adam.

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OXO

ESTRUCTURAL MINIMALISM



noken
PORCELANOSA BATHROOMS

PORCELANOSA lifestyle

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Selgascano, Madrid Design Festival 2021 Award

From the outset, the Madrid Design Festival Awards have recognised the creative talent of great national and international design figures. Among the winners in 2021 is the Selgascano studio, formed by the architects José Selgas (San Sebastián, 1965) and Lucía Cano (Madrid, 1965), notable for their unique way of understanding spaces and their ability to adapt to environments.



Selgascano consistently excel at designing fresh and daring buildings, bringing an artisan touch to the use of industrial materials. Green design is another of their manifestos, and their works are always notable for the way in which they seek to adapt to the landscape. Their projects include the Badajoz Auditorium (1999), the Serpentine Pavilion in London (2015), the Plasencia Conference Centre and Auditorium (2017) and the Martell Pavilion in Cognac, France (2017).



Photo: © Darek Szuwster / EFE

Lacaton & Vassal, a Pritzker with a conscience

Anne Lacaton and Jean-Philippe Vassal, architects addressing the great energy and social problems of today, have been awarded the prestigious Pritzker Prize 2021. Lacaton & Vassal founded their architecture studio in 1987, some time after studying and working together at the École nationale supérieure d'architecture et de paysage in Bordeaux. They focus their efforts on social housing, specifically on retrofitting existing residential buildings, without compromising the comfort and well-being of the tenants. They are characterised by choosing modest materials for affordable buildings and changing only what can be improved.



From top to bottom, and from left to right: the architects in their own home; the offices of their professional studio near Madrid; and the installation for the Bruges Triennial.



Photos: © Fede Serra / AFP / Getty Images / © EFE / © Sara Lado / EFE

The first Apple Store on water

A dome with a diameter of 30 metres - a contemporary interpretation of a geodesic dome - defines the latest Apple store which emerges from the waters of Marina Bay, one of the most recognisable places in Singapore. Created by the Foster + Partners team, Apple Marina Bay Sands is completely surrounded by water and offers panoramic 360° views of the city and its spectacular skyscrapers. This third Apple store in Singapore has been imagined as a transparent bubble on the water, linked to land by an innovative walkway-bridge. It is a totally self-sustaining building, which is made up of 114 pieces of glass with only 10 narrow vertical mullions, which give structural cohesion to the construction.



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The Madrid Mandarin Oriental Ritz has arrived

The legendary Ritz hotel in Madrid, a palace located in the capital's Golden Triangle of Art, has always been synonymous with style and luxury. The Spanish architect Rafael de La-Hoz has played a fundamental role in its long-awaited reopening as the Mandarin Oriental Ritz. His studio has carried out a meticulous historical restoration, while French designers Gilles & Boissier have supervised the interiors with the aim of ensuring maximum luxury and comfort for guests, both local and international, while maintaining the original spirit of the Ritz brand, conceived by César Ritz.

They are responsible for the sophisticated residential design of the 100 rooms and 53 suites of this Belle Époque icon. One more incentive to visit: star chef Quique Dacosta is its culinary director.



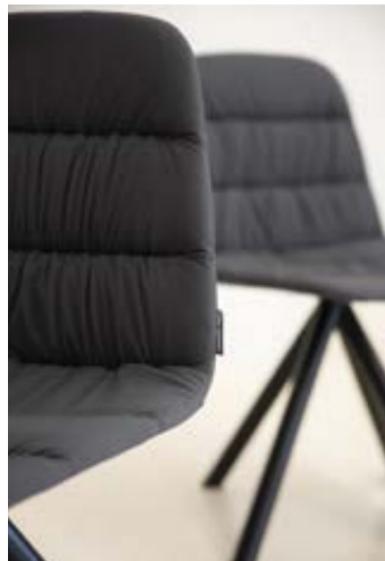
Jaime Hayón designs the Moka Garden play space for Hyundai

The strong iconography and playful universe of the Valencian designer Jaime Hayón are reflected in the three new spaces he has created for the Hyundai Museum of Kids' Books & Art in Seoul: a children's library, a sculpture garden and a playground. This project, which was completely custom-designed and executed locally, has been the first in which the designer admits that he had to work "completely remotely", due to the circumstances of the pandemic. Inspired by nature, the three interactive cultural spaces foster the imagination and have been recognised in the Wallpaper 2021 Awards.



Viccarbe x Ecoalf: synergy for sustainability

The contemporary furniture firm Viccarbe and the pioneer brand in sustainable fashion Ecoalf present a new collection made with fabrics created from recycled materials. Ecoalf has been revolutionising the fashion sector since 2012 with collections of high-quality well-designed clothing, footwear and accessories made from PET plastic bottles, coffee, nets, wool and post-industrial cotton... With this alliance, the firm is entering the world of furniture.



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The new Helga de Alvear Museum in Cáceres

In 2006, the Spanish-German collector and gallery owner Helga de Alvear created a foundation in Cáceres to disseminate contemporary art. It has since hosted several memorable exhibitions. At the beginning of this year, the extension of the Foundation was completed (by Tuñón Arquitectos), and it is now considered a museum in its own right. Nestled in the historic centre of Cáceres, the new building has an area of 5,000 m². Emilio Tuñón's objective has been to create simple volumes, leaving any grandiosity far behind, to bring the museum closer to the public. On its façades, a vertical collection of pilasters symbolically links it to another of the city's great emblems, the Atrio restaurant - a highly recognisable work by Tuñón and Mansilla - with its sturdy colonnades.



Photos: Luis Ash / Joaquín Cortés / Helga de Alvear Museum



Above, portrait of Helga de Alvear and exterior of the brand new building, designed by Emilio Tuñón. The first exhibition at the new Museum houses 200 works selected from nearly 3,000 gathered by the German-born collector, who has lived in Spain since 1957.



Photo: Ruben Hamelink

Grow, a light installation to improve cultivation

The Dutch studio Roosegaarde has designed Grow, a 20,000 m² light installation designed to highlight the beauty of agriculture and, at the same time, enhance the growth of crops. The Rotterdam-based studio led by designer Daan Roosegaarde used red, blue and ultraviolet lights to transform a field into a dynamic work of art. In addition to creating a visual spectacle, the installation serves as a prototype for how certain "light recipes" can be used to increase plant growth and reduce pesticide use by up to 50 %.

Crafts for your mobile

Hay, one of the leading Nordic design firms, has made a commitment to craftsmanship to "wrap" the latest generation of technology. The work of the young Ana Kraš, Perla is a mobile phone case made with miniature coloured beads threaded by hand, which form evocative patterns. Here, the designer unfolds her vision of pattern and colour and finds new ways to subtly juxtapose both elements.



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Porcelanosa IN

An exclusive consulting programme for architects and interior designers

The company is offering a personalised consulting service to professionals in the sector to support their projects with technical specialists and tools from the **PORCELANOSA Group**.



Porcelanosa IN consolidates its position as the only digital platform that offers a continuous and enriching dialogue with architects, interior designers and other professionals in the sector.

The highly professional level of services and the two-way communication that the **PORCELANOSA Group** has championed to date have allowed it to open new business channels, broadening access to its eight companies and enabling them to grow. That is the main objective of **Porcelanosa IN**, a strategic and individual consulting programme for those brand advocates who seek to improve the results of each project through integrated, exclusive and sustainable design.

Porcelanosa IN consolidates the continuous and effective dialogue that the company has maintained during its 48 years of experience with architects, interior designers and other professionals during the consulting, planning and monitoring phases of their projects.

Porcelanosa IN

Fostering dialogue and collaborative work

The pilot phase of this programme began in 2019, when the ceramics multinational organised the **Porcelanosa IN** conference series at its main stores in Spain.

This initiative was well received by experts in the sector, because it allowed interior designers and architects to come to the same table to propose and debate new ideas regarding the challenges of the future: the role of the new generations, the redesign of cities, the use of new technologies in the design of spaces, and the development of more sustainable materials for the rehabilitation of buildings in compliance with the guidelines set by the EU. "Our contact with designers and architects, and the professional relationships that we had already established with many of them, led us to strengthen that union and to seek new ways of working. The initial idea of **Porcelanosa IN** was to create spaces for debate and consensus that enable new ideas to be raised, and work to be improved, through collaboration between the client and the company with a customised plan", explain company sources.

The main benefits offered by **Porcelanosa IN** include the ability to hold private meetings with company representatives, the control and monitoring of each phase of the project with individual support, continuous and specific training for each professional team, the reservation and use of rooms in the **PORCELANOSA Group** stores, guided tours of the central facilities of the **PORCELANOSA Group**, the Professional Class card with discounts for professionals, as well as travel management, congresses and the opportunity for projects to be published in the magazine *Lifestyle Porcelanosa* and through the company's social media. "We want to give voice to the new architecture through a corporate strategy that enhances talent and business solidarity so that professionals feel themselves to be stakeholders in the brand", said the **PORCELANOSA Group** spokesperson.

To unify approaches and methodologies, the **PORCELANOSA Group** has launched a digital platform aimed only at users of this programme. In it, the clients will have access to online discussions with their assigned agent, consult and download the multimedia resources they need, upload their projects for subsequent publication, request samples and work material or sign up for **IN** events run by the **PORCELANOSA Group**.



The pilot phase of the **Porcelanosa IN** programme began in 2019 with a series of conferences in various **PORCELANOSA Group** stores in Spain. These helped to strengthen the close relationship with professionals and explore new ways of working that now see the light in a digital platform aimed at users of this programme. Here, professionals will have personalised advice, will be able to consult and download the multimedia resources they need, upload their projects and sign up for **Porcelanosa IN** events.

ALBERTO CAMPO BAEZA

SPANISH NATIONAL ARCHITECTURE AWARD

The architect who moves

Alberto Campo Baeza arouses consensus. Among many other recognitions, he is now the winner of the Spanish national architecture award 2020 “for the coherence of his career, his creative independence and his teaching work during a lifetime dedicated to training generations of architects.” Three fundamental pillars that define the personality and work of this icon of international contemporary architecture.

Text: MARISA SANTAMARÍA / GEMMA FIGUERAS
Portrait photos: ALEX DEL RIO
Photos of projects: Courtesy of ESTUDIO CAMPO BAEZA



“Light is to architecture as air is to music. When the light enters a building something magical happens, time is suspended”

To move can be defined as **to cause a person to become emotional to the point of awakening the desire to cry, through a show of affection, an act of love, etc.**

Quite literally, this is what Alberto Campo Baeza achieves with his buildings, with his houses. All of them are “acts of love” to beauty, simplicity, common sense and good architecture. Alberto Campo Baeza was born in Valladolid, where his maternal grandfather was the municipal architect. When he was two years old, he and his family moved to Cádiz, where he himself confesses to “having seen the light”. That brilliant light that reflects, surrounds and radiates from his buildings, “Light is a material, something that we architects use and that, having already been given, is sometimes not valued enough. Light is to architecture as air is to music. When light enters a building, something magical happens, time is suspended. That is something that I always repeat to the students, and I maintain a kind of pact with them over the years. When you go to visit the Pantheon in Rome - one of the central buildings in the history of architecture, neither ancient nor modern, eternal - if you enter under the oculus and cry, you must send me a postcard... And I already have a good collection of postcards”, he says.

This teaching component is another fundamental axis of his career. “With age you enjoy yourself more, you keep learning, discovering new facets. Also architecture, for me, is the most beautiful creative work in the world. And thinking about the students, and about teaching, I always say that you learn more than you teach”, he says. A mastery that he exercises from developing a closeness, trying to learn, first of all, the names of all his pupils.

“I understand architecture as a service to society, for happy lives. One creates the houses so that people can live happily in them”



He lives with his feet on the ground and with detachment, one more example of how unique he is: this architectural luminary does not have a mobile phone, car, television... And his home is a 25-square-metre apartment with a fold-up bed, “Why would I want more? For a single person, it’s plenty. At home, I read and listen to music. It is a detachment that makes me very happy. You live much more at ease.”

“Another exercise that I ask my students to complete on the first day is to make the dream house”, he says, “I wanted one that would float, transparent... You have to dream, don’t fall short, and make your dreams come true.” His dream has taken shape in the houses Turégano (Madrid), Gaspar, Asencio, Guerrero and Casa del Infinito (Cádiz) and the Casa de Blas (Madrid), one of his first houses and the one he would choose to live in, as he confessed in a previous interview.

The importance of materials

Of another of his more recent houses, the Domus Aurea, he says, “In Mexico, I was lucky enough to build a house in Monterrey. I called it Domus Aurea, because there is a golden wall

that reflects the light. It is in honour of a Mexican architect from the last century named Luis Barragán, great among the greats, admirable from all points of view. Domus Aurea is my tribute to Don Luis.”

He is currently carrying out another project in Mexico, “The commission that I have been given now is for a platform from which to see the sea on the beaches of Tecuán, in Jalisco. A few years ago, I finished an extremely beautiful house in Tarifa (Cádiz), which is the Casa del Infinito. That house was a large platform and its roof evoked the deck of a ship looking out at the infinite horizon. It was made in Roman travertine as a tribute to the neighbouring ruins of Bolonia, where the Romans had been... And because this material blended very well with the sand on the beach. The Tecuán platform follows that line, although it is set on dark rocks. It will be made of reinforced concrete and the aggregate will be made from the same rock. When it is finished it will appear to emerge from the rock itself. Inside, it will be a great space for concerts and exhibitions, and it will have windows always open looking out to sea, focusing different viewpoints,



From the left, going clockwise: Alberto Campo Baeza in his studio; his recent Casa Rotonda, a belvedere on a hill north of Madrid; the golden wall of the Domus Aurea, in Monterrey (Mexico), his particular tribute to the master Luis Barragán; headquarters of the Castilla-León Consejo Consultivo, in Zamora, a glass box, like a greenhouse, inside a stone box that links the building with its historical surroundings.





“Technology, well used, enables us to make propositions that have not previously been implemented or were not possible. Once, I requested pieces for a stand from PORCELANOSA with a RAL as white as my shirt. And they did it. Superbly installed, it looks like one piece”



which will let the sea water, the birds, the light pass through... I have the secret hope that it will be very beautiful.”

“Because what I'm really looking for, intensely, with all my soul, is beauty”, said the architect in his admission speech to the Real Academia de las Artes in San Fernando (Cádiz). A radical beauty, understood - again, the etymology rules - to be a search for the roots.

Looking to the future

“Regarding the new possibilities of architecture. When it's used well, technology serves to be able to make spatial propositions that previously were not made or were not possible. Technology allows us to create different spaces”, he says. “I have an anecdote on this topic. In one of my last buildings, there was a stand with large-format pieces by **Porcelanosa**. There was a problem that was solved very well, because I wanted a RAL as white as my shirt. And that was achieved. And the workers, who in that case were Peruvians, did an exquisite job... it looks like one piece. Wonderful. They did so well that I asked them if I could have a photo with them.” He says, “I don't know what the architecture of the future will be like, but it will surely be more free. A house can be one space where everything happens, without partitions. For example, I am currently working on the prototype of a lamp that will be a remote controlled cloud that will accompany you wherever you are. You will control the location, time and intensity. It will only be air and light... and technology already makes it possible.”

Even in the midst of the pandemic, Campo Baeza says, “My life has been an accumulation of good gifts that I can only be grateful for.” Gifts he shares in the form of vital wisdom, a vast collection of written thoughts and reflections, and a formidable educational and architectural legacy.

Above: the Casa del Infinito, in Cádiz, served as inspiration for his new building-platform El Tecúan (next to these lines), which seems to emerge from the rock itself.
On the right: sports hall for the Francisco de Vitoria University, in Pozuelo de Alarcón (Madrid).



luxury stores

BEIJING

New spaces for high-end brands

For many years, international brands have looked towards China, the world's leading consumer of exclusive products. In this latest expansion, the great icons from the world of luxury have turned to materials from the companies of the **PORCELANOSA Group** for their premium stores.

Text: GEMMA FIGUERAS Photos: AIRFLARE



Galerias Lafayette has several branches in China. The store in Beijing Xidan (the façade is shown on the left) was inaugurated in 2013. Hermès decided to join the initiative and last year it set up an area of the store dedicated to its perfumes, with flooring in the innovative Avenue White Nature technical porcelain by Porcelanosa.



HERMÈS

The renowned company, which was founded in 1837 and originally made harnesses for the carriage trade, decided to increase its presence in the Chinese market and established itself in the Beijing branch of the prestigious Galerias Lafayette. The elegant area dedicated to exclusive perfumery items evokes and reproduces the warm natural tones of its luxury leather collections, the flagship of the French *maison*. To reinforce this harmony of colour, the interior design team opted for technical porcelain by **Porcelanosa**. This is resistant to high traffic and has excellent properties that simplify maintenance and improve durability.

luxury stores

DIOR

For consistency, the design of these new temples of luxury in China follows the same guidelines dictated by the interior design studios of each brand's headquarters in Europe. This space designed for Dior is in the Hopson One department store, one of Beijing's fashion icons. In the area designed for the sale of its line of cosmetics, the flooring is **Par-Ker® Minnesota** by **Porcelanosa**, chosen to meet the demands of a high flow of people. In addition, its tone is very natural and similar to wood, making it neutral and comfortable.



Exterior of the Hopson One department store in Beijing. In the Dior space of this shopping centre, the neutral and natural tone of the flooring **Par-Ker® Minnesota** by **Porcelanosa** establishes a warm and balanced environment.



MOYNAT

Moynat's store is in the China World Mall, Beijing's first shopping centre dedicated entirely to high-end brands. The design of the premises achieves an atmosphere which is sophisticated and very warm, thanks to the use of unique luxury materials: leather handles, fine woods, a large cut-glass lamp... The space evokes a feeling of openness, with a central display case inspired by the artisan workbenches found in its Parisian workshops. The atmosphere is enhanced by the natural counterpoint of the **Par-Ker® Minnesota** ceramic wood flooring by **Porcelanosa**.



The *maison* Moynat was founded in 1849 and is one of the greatest exponents of discreet French luxury in fine leather goods. In its select *boutique* in Beijing, the flooring chosen is **Par-Ker® Minnesota** by **Porcelanosa**, which has a striking presence and brings warmth and comfort.

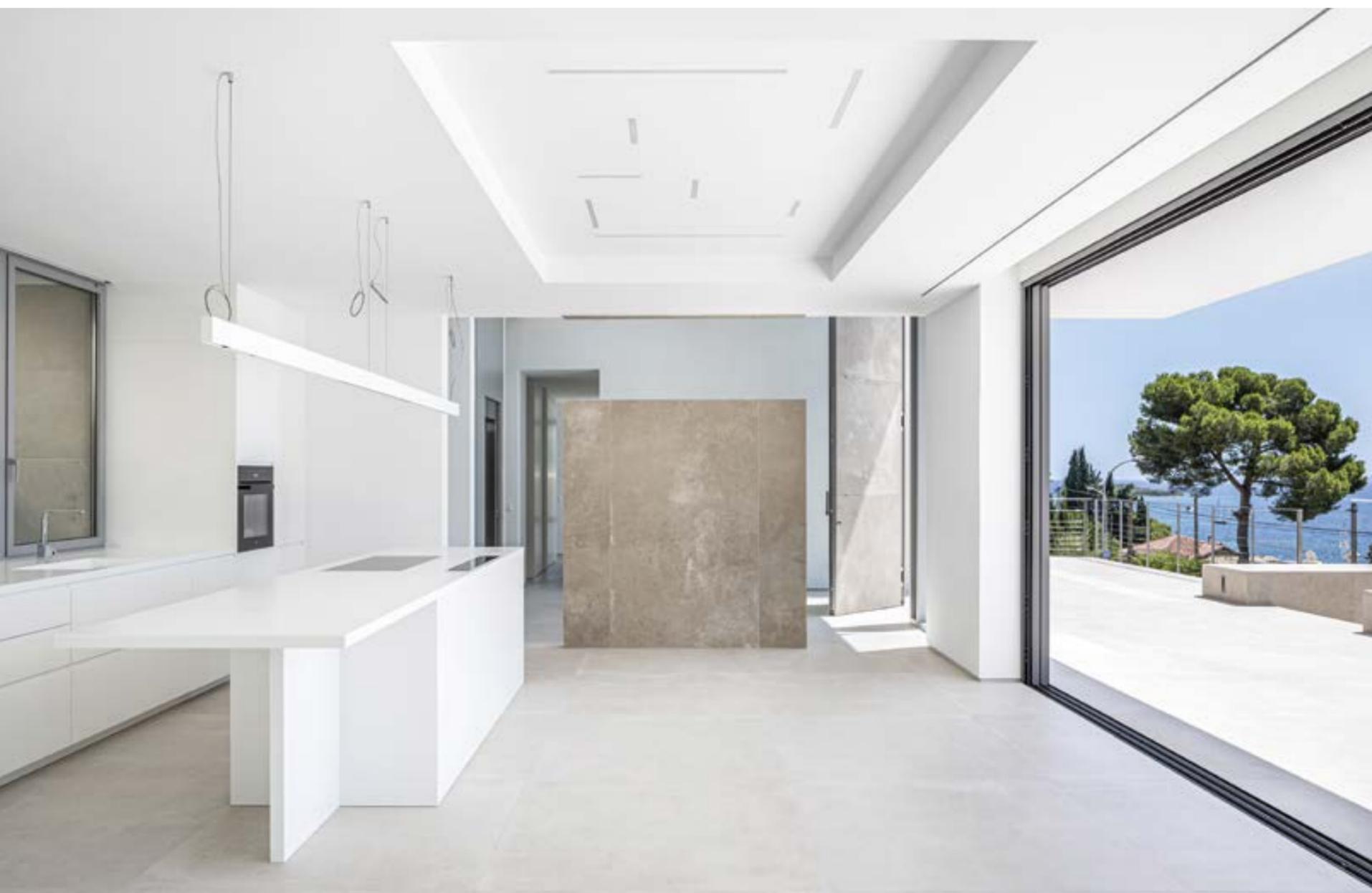
MALLORCA

A private oasis on the island of calm

Bright, airy and generously open to the outside, this home designed by Sebastián Pieras, from Spaiarquitectura, stands facing the bay of Alcudia, in Mallorca. It is a design of pure lines and minimalist character dressed in elegant, high-quality materials and the latest technology.

Text: TXELL MORENO Photos: TOMEU CANYELLAS

Around the pool, the exterior ceramic stone flooring Bottega Caliza Antislip by Porcelanosa and Colorstuk rapid Perla by Butech visually connect with the interior thanks to the glass walls that blur the boundaries of the space.



On the facing page, top: the stone used to create the various garden terraces has been obtained from the excavation of the land itself.

Left: the kitchen furniture is from the range Emotions E4.70 by Gamadecor, worktop in Krion® Lux Solid Surface, taps by Noken and large format flooring Bottega Caliza by Porcelanosa with Colorstuk rapid Perla by Butech.

Above these lines: a visual connection is established between the ground floor and the first floor thanks to the glass walls and the double height of the distribution zone, located next to the main entrance of the house.

Located in a privileged spot in the north of the island of Mallorca, this house looks elegantly towards the bay of Alcudia. Designed by the architect Sebastián Pieras Gelabert, from Spaiarquitectura, it establishes a direct dialogue with the Mediterranean; the limits between the interior and the exterior are blurred thanks to the use of glazed walls that allow a permanent visual connection with the sea. The floor area of 942 m² has been distributed across four floors (basement, ground floor, first floor and roof) and subtly integrated into the environment, adapting to the natural slope of the land. Placing the house at the highest possible point and coping with the difference in level between it and the road have been among the challenges faced by the architect, whose solution has taken the shape of a network of elegant staircases.

The geometric shapes drawn by the exterior structure are dressed in glass and local marble. The stones used to create the terraces and landscaped gardens were taken from the excavation that was carried out on the site to construct the house. This has optimised the use of resources by returning them to same environment.

The interior is accessed through a large door, with a record height of 6 metres, "the highest in Spain in residential housing", says the architect. From the distribution zone, we open into the daytime area, of about 65 m², which has a living room, dining room and kitchen, and extends to the outside through sliding



glass panels. The terrace, more than 80 m², is presided over by an infinity pool with a waterfall. The night-time area consists of four suites bathed in natural light that preserve great privacy with respect to the more public areas. The house is completed with by multi-purpose room and a service room, five bathrooms, a cloakroom, a large garage, a gym, a wine cellar, two separate rooms for facilities and a spectacular rooftop sun terrace with views of the entire bay of Alcudia and over to the island of Menorca.

The design is characterised by its straight lines and minimalist design where the dominant white of the walls and ceilings contrasts with the intense Mediterranean blue of the sky and sea. And this is all bathed in natural light and set in an enchanting environment that make this home a true oasis on the island of calm.

Above: the bathroom walls are tiled in **Glacier XL** by **Porcelanosa** and the flooring is ceramic wood **Par-Ker® Vancouver Nude** by **Porcelanosa**. The vanity surface **Ras** and the free-standing bathtub, model **Slim**, are by **Krion®**. The taps are the model **Forma +** by **Noken**.

Right: in the shower, the shower head **Forma** and thermostatic taps with **Smartbox** system are by **Noken**, while the shower tray is a **Shower deck** by **Butech** in ceramic wood **Par-Ker® Vancouver Nude**. Floor and walls are finished in **Vancouver Nude** by **Par-Ker®** and **Colorstuk especial Oak** by **Butech**.



Left: the use of glass adds depth to the different spaces of the house, such as this area with a skylight and a floor in the ceramic tile **Vancouver Nude** by **Porcelanosa**.
Below: an impressive sun terrace has been created on the roof of the house, with floor in **Bottega Caliza Antislip** by **Porcelanosa** and 20 mm thick ceramic tiles installed on the exterior raised floor system by **Butech**.



Sebastián Pieras Gelabert

After graduating from the *Escuela Técnica Superior de Arquitectura del Vallés* (in *Sant Cugat del Vallés*) in 1999, he began to collaborate with prestigious architects in Barcelona. His visibility increased after his international experience in *Project Management*, consolidating a solid base that he has developed throughout his professional career. In 2005, he founded the *Spaiarquitectura* studio in *Inca* (Mallorca), where he has led numerous original projects that respond to a wide range of needs and cover a wide range of styles, techniques and sizes. His commitment to continuous training and development has led him to incorporate new technologies, to master the legal and regulatory framework and to undertake research into sectors such as traditional architecture and eco-construction.

PORCELANOSA Group



Porcelanosa

The large formats of the ceramic collections are inspired by the veins in marble to create continuous surfaces of extraordinary beauty. To this trend, marked by polished pieces from the outstanding high-definition monochromatic collection **MARMI**, are now added the characteristic irregularities of ranges designed to reflect the properties of natural materials, like the warm ceramic wood **Par-Ker**[®], which are also becoming increasingly evident in the company's new designs.

new SHAPES new MATERIALS

Sustainability, ecological awareness, global challenge and adaptation to sensitive environments are concepts that have become part of our day-to-day discourse. The companies that make up the **PORCELANOSA Group** all have proven track records in technological and human-factors research, and are moving confidently into this future. They now showcase their new materials, the ultimate expression of responsible technology, the excellence in detail and the beauty of their forms.

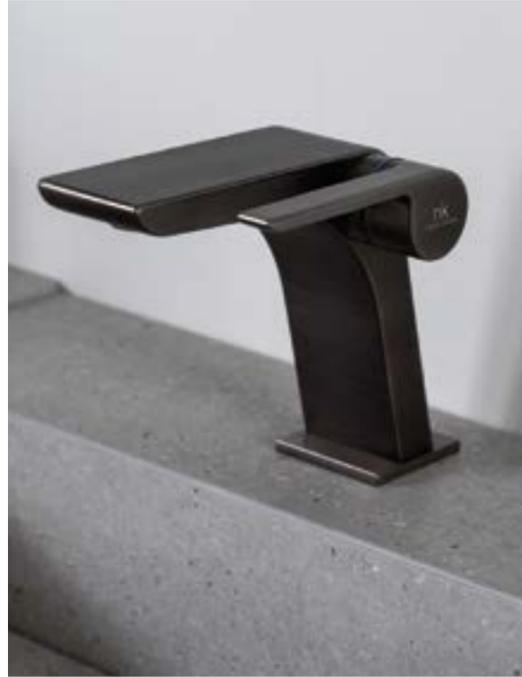


1. In this environment, Par-Ker[®] ceramic wood is notable for its resistance, quality and ability to provide material continuity, in combination with the new stone textures in the Porcelanosa large format wall tiles.
2. Large Bookmatch ceramic panel, from the wide selection that reflects the essence of marble in MARMI, by Porcelanosa.
3. The elegance of black marble, like the range Liem Black, makes for a timeless classic, combined here with Par-Ker[®] ceramic wood.



Noken

The bathroom company introduces the structural minimalism of the new **Oxo** integrated range for bathrooms, with taps, shower heads and vanity surfaces, with or without washbasin, available in the *finish studio* range of finishes. A collection which has won awards for its design and for incorporating sustainable criteria, since it limits the flow of water and features cold opening. Also, in keeping with the times, it has expanded its range of touchless products: sensor taps, toilets and flushing systems, smart mirrors and gel dispensers.



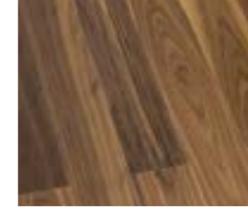
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1. Taps and vanity surface with integrated washbasin from the **Oxo** range. For its aerodynamic lines and sustainable awareness, it has been awarded the Green Good Design Award and the IF Design Award 2020.
2. The play of shapes in the **Oxo** collection respond to the needs of the user who acquires it, allowing them to choose the composition without losing the essence.
3. Technology plays a key role in the *touchless* collections by Noken: greater comfort, less physical contact and more efficient consumption management. Some examples are the urinal **Acro Compact** with IR sensor or the electronic taps **Round** in brushed copper.



3



L'AC

This **PORCELANOSA Group** company markets natural wood floors with a firm environmental commitment and under the PEFC Forest Certification, which promotes sustainable forest management. A perfect and functional option to create natural and unique spaces and atmospheres.



The finish **Tortona 1L Piazza** presents a neutral aesthetic choice which is easy to combine, with 3 mm noble layer. This noble natural wood imbues the environment with a warm Nordic air.

37



Krion

The purity and sustainability of **Krion** finds its quintessence in **Krion Shell**®, a revolutionary *engineered mineral composite*, developed internally and formed with a minimum of 5 % of its total composition being recycled plastic waste and 75 % being of mineral composition. Intended to dress the bathroom in an eco-efficient way, it is used to make shower trays, washbasins and vanity surfaces, with a wide range of textures, colours and finishes that make the room a temple to our well-being.



1



2



3

1. Simple and pure shapes characterise the design of the shower tray Slope Cement, which offers great durability and safety. It adapts to all kinds of styles and spaces thanks to its versatility and finishes.
2. The straight and elegant lines define the immaculate proposal of the vanity surface Natural White Rock to dress the bathroom with the highest quality.
3. Sustainability and functionality are perfectly combined in this offering from the Natural range, vanity surface with double washbasins in graphite finish, integrated towel rail and the texture Rock on the surface, which is partnered by suspended furniture in a warm wood finish.



XTONE

Designs in stone with extraordinary patterns define the new collections **Paonazzo** and **Viola**. The first is notable for a delicate combination of caramel, sage and merlot veins, interspersed with a sparkle of golden flecks. The second is inspired by the luxurious Calacatta marble, with a high graphic richness and available in two shades. The different Bookmatch combinations of this compact sintered mineral offer the chance to project an infinite continuity.



1



2



3

1. Due to its antibacterial properties, the compact sintered mineral XTONE, such as the model Paonazzo Biondo Silk, is ideal in spaces or surfaces that come into contact with food.
2. Detail of the gold streaks in the design of the finish Paonazzo Biondo Silk.
3. The natural and hyper-realistic pieces of the collection Viola are inspired by the veins and smoothness of luxurious Calacatta marble. Designed in two shades (Rosse and Blue) and with an outstanding graphic richness, it can be used as a flooring, on walls or on work surfaces in its finishes Polished and Silk.

39



Gamadecor

Smart Kitchen represents the kitchen of the future, a new concept born thanks to the development of an intelligent surface that will make our homes much more sustainable and which has been awarded the prestigious IF Design Award 2020. It is based on an intelligent surface that recognises, through artificial intelligence, the products that are placed on it to send this information to an App and thus check stock levels, reduce waste, suggest menus... All without altering the aesthetics or influencing the design of the kitchen.



1

1. The smart kitchen is now a reality thanks to the new technology **Smart Kitchen**, developed by Gamadecor, which is based on an electronic mesh integrated into the shelf. Its functionalities include reducing waste, warning of the expiry date of food, review of stock levels and available space, suggestions about menus, automatic creation of shopping lists...
2. The ceramic island in Liem Black with finish Roble Noche brings sophistication to this elegant kitchen.



2

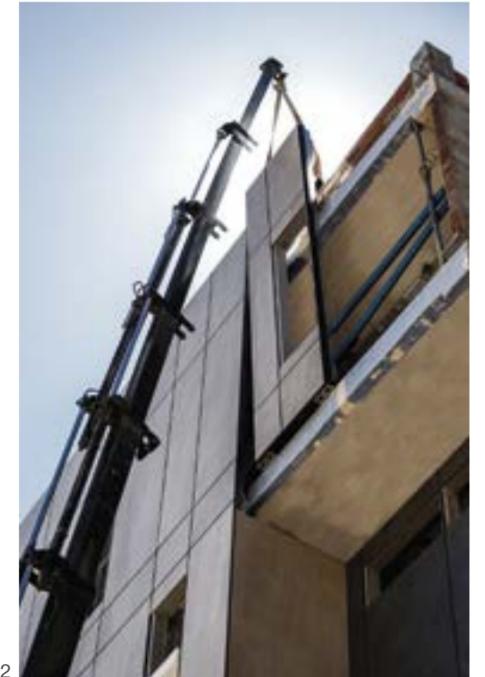


Butech

The new **UNIT-SYSTEMS** integral industrialised construction solutions allow the supply of fully finished façade and bathroom modules according to the requested insulation and finishing characteristics. In this way, they join the rest of the company's products which help to improve the levels of sustainability of buildings, and reduce energy costs and the carbon footprint.



1



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4



5

1. and 2. With the use of **UNIT-SYSTEMS** façade systems, construction times are shortened and the thermal insulation of buildings is improved, reducing the cost of air conditioning by up to 25%.
3. Modules for bathrooms and kitchens **MONOBATH** include interior finishes, furniture, sanitary ware and accessories, as well as plumbing and electrical installations, thus reducing delivery times.
4. and 5. The revolutionary cement additive **R-Eco** by Butech is made from recycled waste plastic. It has been developed to be added to the mix of the company's adhesives for laying Porcelanosa ceramic tiles.

façades

Vertical deployment

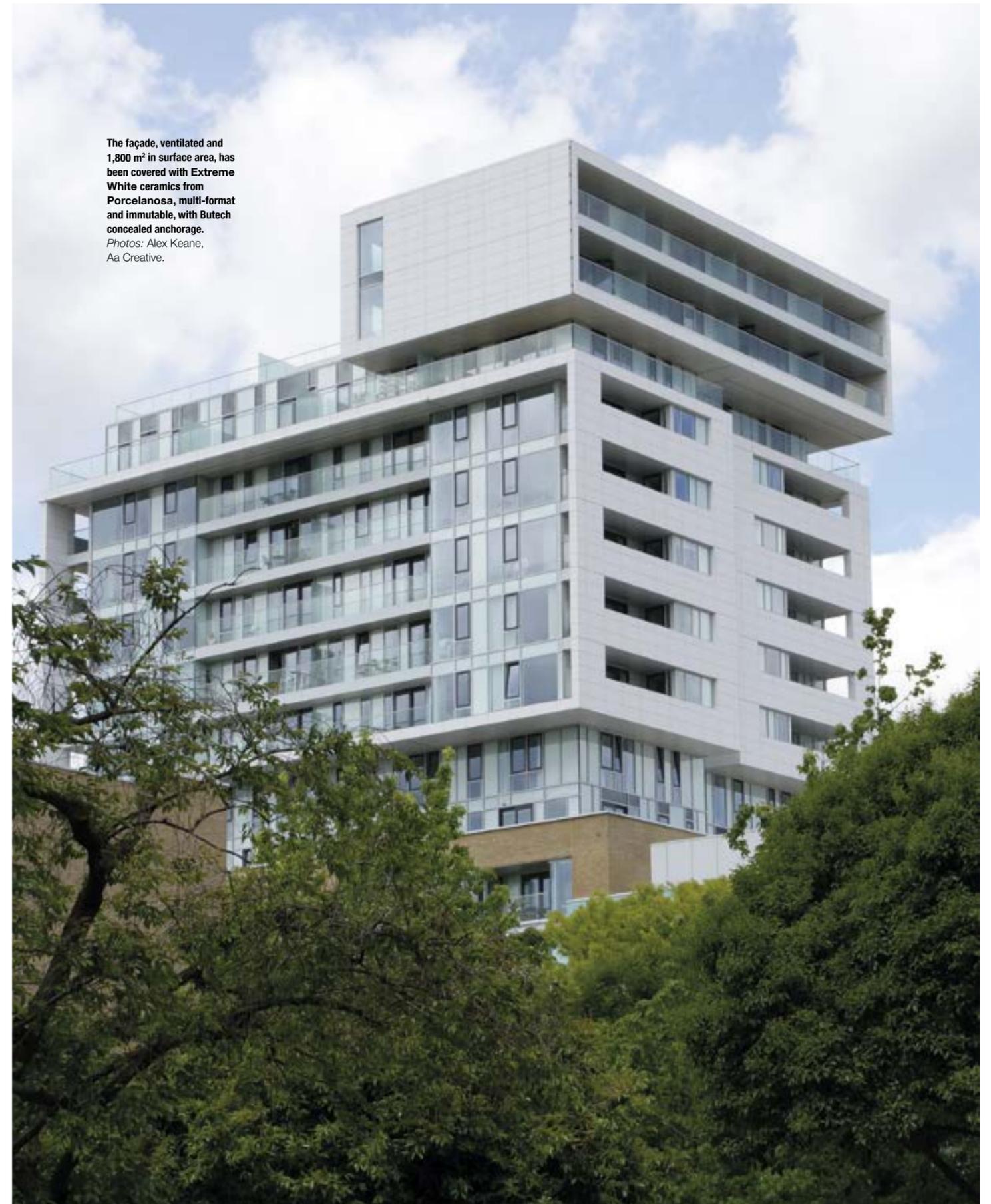
These four examples show how the technical quality and diversity of materials from the **PORCELANOSA Group** consistently open up new possibilities which inspire architects' creativity.



THE FILAMENTS, Wandsworth (London)

Designed by Rolfe Judd, this complex of luxury homes on the south bank of the Thames, now a residential zone, pays tribute to the area's former role in the textile industry. It is a 17-storey tower made up of two stacked cubes that stand proudly over the neighbourhood and encompass 360° panoramic views. For the exterior, the Dane Architectural Systems team relied on construction systems and advanced concealed clip technology from **Butech**. The result is a spectacular ventilated façade offering high durability and resistance, composed of **STON-KER**® porcelain stoneware slabs by **Porcelanosa**, which were provided netted, slotted and cut to size according to the needs expressed by the architect.

The façade, ventilated and 1,800 m² in surface area, has been covered with Extreme White ceramics from Porcelanosa, multi-format and immutable, with Butech concealed anchorage.
Photos: Alex Keane, Aa Creative.



façades



Different perspectives of vertical ultra-white sheets Lux 1100 in Krion® Solid surface. The irregularity of its frontal cuts achieves a greater sensation of movement. The Technical Department of Butech participated in this project developing a new façade system specially designed for this job.

Photos: Stéphane Adam.



LA FIDUCIAIRE, Bordeaux (France)

This office building is located on the Quai de Paludate, one of the main business arteries in Bordeaux.

The work of the architects Nicolas Ragueneau and Antoine Roux, the cladding of the façade is notable for its original framework of vertical sheets of ultra-white **Krion® Solid Surface**, 19 mm thick. The leading edge of the sheets is trimmed to reinforce an effect of movement and to offer a greater appearance of irregularity as a "raw material". To compose the façade, the depth of the plates and their spacing were studied, adjusting them to achieve the best balance of transparency/opacity.

The initial concept proposed that the appearance of the building should be opaque and "rugged" from the street and, in contrast, from the interior of the offices the frontal view favoured transparency through the spaces between the sheets.

façades



BACKSTAGE ON THE ESPLANADE Toronto (Canada)

This condominium, the work of Page+Steele Architects, has become an iconic building on the skyline of Toronto, the most vibrant and cosmopolitan city in Canada. Located in the heart of the historic St. Lawrence district, next to Lake Ontario, it consists of more than 280 high-quality homes, distributed over 36 floors, in addition to a large garden terrace on the sixth floor, an infinity pool, yoga area and gym. The curvature of the exterior protects its most precious asset, luxury suites with sensational panoramic views over the city.

To accentuate the verticality of the building, the façade combines glass panels with dark metal accents clad with large-format ceramic panels from **Porcelanosa**, capable of withstanding the harsh conditions of the Canadian climate without degrading. All this was done with the support of the Department of Façades from **PORCELANOSA USA** and the **Butech technical team**.



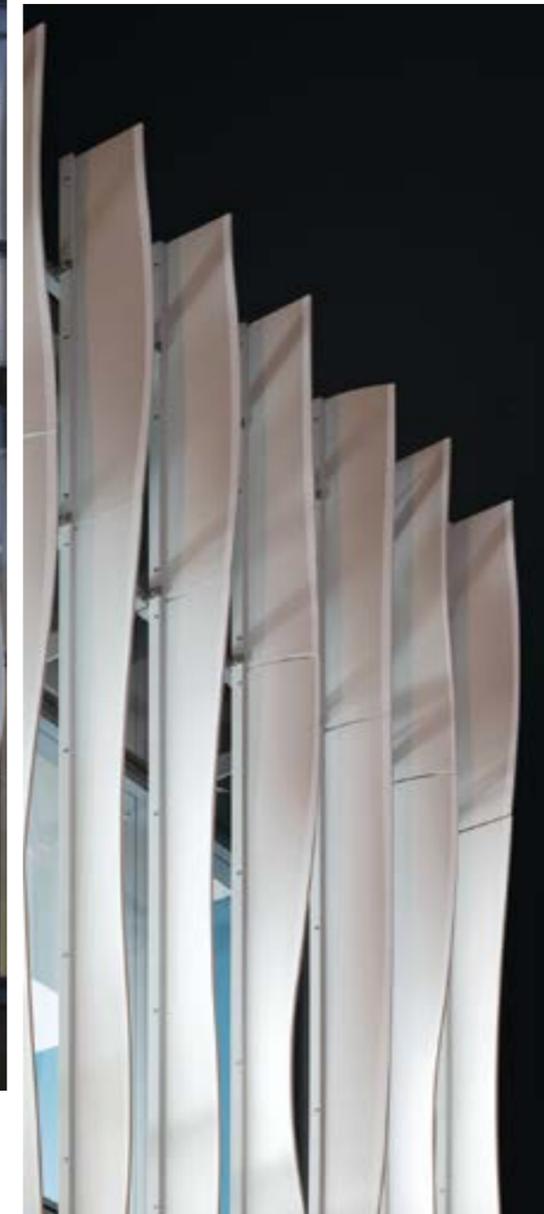
Metal, glass and ceramic enhance the silhouette of this 116 metre high residential tower, defined by the vertical strips of ceramic panels from **Porcelanosa**.

Photos: Imagen Subliminal.

façades



The main façade, which is completely glazed, is covered by a parasol of curvilinear vertical strips of panels of **Krion® Solid Surface**, that evoke hanging fabrics. The sinuous shapes, the folds and creases, give rise to vibrant and smooth surfaces with a unique effect.
Photos: Mario Frusca.



ZAMASPORT HEADQUARTERS, Novara (Italy)

The new headquarters of the Zamasport brand - pioneer of the Italian ready-to-wear market - is an evocative and sustainable design, the result of the architectural creativity of the Frigerio Design Group. In fact, we are talking about the concept of the NZEB (Near Zero Energy Building): a high-efficiency building that uses renewable resources to supply more than half of its energy needs.

With an area of 3,700 m², its design also carries symbolic and functional meaning: the outer cladding, made with sheets of **Krion® Lux Snow White 1100**, evokes a fabric hanging over the façade, a combination of technique and creativity that characterises the unique work of the transalpine firm.

Influencers with style

Interior design gurus on Instagram attract millions of followers with their unique way of fusing styles, textures and materials. In their social networks, they seduce followers through their spaces and their designs, create trends and are the embodiment of a particular philosophy of life expressed through personal and welcoming universes.

Text: TXELL MORENO



What began in 2013 as a story on social media about the reform of the studio where one young couple lived, led to the launch of Studio McGee, an online store, a series on Netflix which was watched across the world and an Instagram account with millions of followers. Photos: Courtesy of Netflix.



Syd & Shea McGee

A timeless style which is natural, fresh and functional characterises the work of Syd & Shea McGee, founders of Studio McGee and important social media influencers with more than 2.8 million followers. This young couple who live in Utah (United States) have turned their passion for interior design into a record-breaking phenomenon, making their Instagram profile @studiomcgee one of the most followed interior design accounts in the world. They are, possibly, the greatest influencers on the internet, and that influence has grown exponentially thanks to the Netflix series *Dream Home Makeover* in which they star.

Their passion for design emerged after they left university. Syd trained in digital marketing, and Shea in communications and public relations, but her attraction to dressing spaces and creating new lived and enjoyed environments led her to re-train and embark on a career which was meteoric thanks to the clean and bright aesthetic of her projects. In 2014, with Shea in charge of the creative aspects and her husband, Syd, responsible for finance, they decided to launch their interior design firm with a clear purpose: "Make life beautiful." And so it has been in recent years, during which time the projects and followers have continued to grow and the business to expand, first with a YouTube channel, where they gave a first-hand account of the residential projects they were carrying out in America, and with the

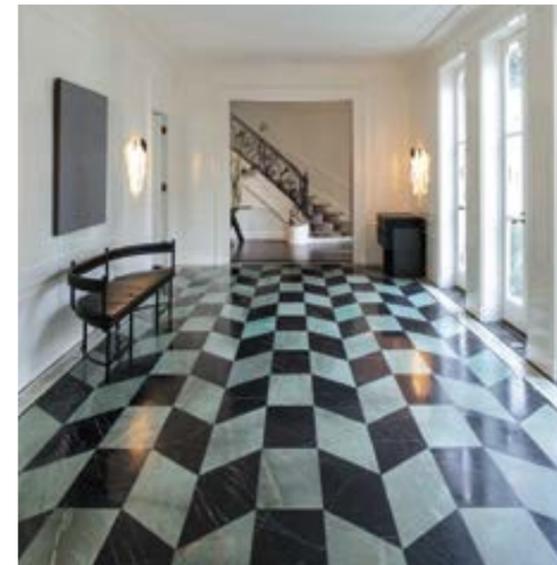


online store McGee & Co, which markets its own line of furniture and household items. During the journey, the couple had to face multiple financial obstacles before achieving fame in the world of streaming.

Spaces full of ideas and lots of inspiration can be found today on their carefully curated Instagram profile. Here, Shea gives tips and advice on decoration and lifestyle in an entertaining, fresh and charismatic way. All with one objective: to achieve welcoming and attractive spaces, regardless of the square metres or the budget available.



interior designers on social media



Kelly Wearstler

One of today's great interior designers, on and off the web, advocates quality in a careful mix between the classic and the contemporary. Author of bestsellers about interior design, such as *Modern Glamour* or the most recent *Evocative Style*, American Kelly Wearstler is passionate about interiors rich in textures, shapes and colours, as she makes clear on her Instagram account *@kellywearstler*: more than 1.5 million followers view her as a source of inspiration. Her clients include celebrities from the world of music and cinema, but, far from the stars, her talent and lifestyle philosophy have travelled around the world, emphasising her expressive narratives. Her passion for interior design arose when she was a young woman, influenced by her mother who was an antiquarian and with whom she walked through the

flea markets when she was barely a teenager. After graduating in graphic and interior design from the Massachusetts College of Art in Boston, she travelled to the other side of America to enter the film industry. Despite working as an art direction assistant, she chose to go on a solo adventure and founded her own interior design studio in 1995. After several residential projects, she was commissioned to refurbish the Avalon Hotel in Beverly Hills, which reopened in 1999. This project was succeeded by a variety of boutique hotels and luxury resorts, where the charm of the past coexists with a modern and sophisticated point of view in a personal and evocative fusion.

In 2007 she created her first collection of furniture on a commercial scale and in 2008 she did the same with her first line of accessories

for women. A vision that is maintained today both in small decorative objects and in large projects, all of them viewed through a common prism: that of innovating, transgressing and breaking with convention. This personal universe is captured in her Instagram account, where she reflects her creativity through images of art, travel and design.

Kelly Wearstler's Instagram account is a carefully curated showcase of her whimsical, playful and sophisticated creations. It shows the personal lifestyle of the American interior designer, who explores concepts that fuse colours, textures and shapes.

interior designers on social media



Artisan designs, full of colour and sophistication, characterise the work of the American designer Jonathan Adler, whose quirky Instagram profile is a perfect fusion of glamour and fun.

Right, from top to bottom: Ether chair and Harlequin chest; Love Island project bedroom, for the popular CBS television show; and suite at the Parker Hotel in Palm Springs. Photos: Rob Kim.



Jonathan Adler

This American interior designer, known for his luxurious and liveable style has more than 800,000 followers. His profile on Instagram @jonathanadler is a bright and eclectic ode to glamour, with spaces dressed using his own furniture and a predilection for geometric motifs. This opens a window onto the personal and creative work of a man with a passion for unique, colourful design, influenced by mid 20th-century style and pop culture.

His career dates back to the early 1990s, when a young Jonathan Adler found ceramics to be the perfect material to start shaping a professional career not only as a designer, but also as an entrepreneur. Trained in semiotics and art history at Brown University, his passion for design led him to choose pottery as a medium and to perfect a technique that would allow him to launch his first collection for the Barneys New York department

store in 1993. Years after becoming known, he founded his own company and in 1998 he opened his first store in New York's SoHo, with a loyal clientele who admired his unique and maximalist approaches.

It was as a result of a trip to Peru that his great love affair with textile designs emerged, influenced by the work and techniques of South American craftspeople. From then on, his designs began to diversify, with collections of home furnishings and rugs in addition to the furniture and decorative objects under his own brand,

with the common denominator of a chic and sophisticated aesthetic. Interior design was the next step, not only for residential spaces, but also for contract projects such as the Parker hotel in Palm Springs (California). His collaborations on television shows increased his popularity and his capsule collections for firms such as Amazon and H&M brought his creations to a large number of homes. Currently, Adler's designs are available from more than 30 of his own stores and from more than a thousand points of sale around the world, in addition to his online store.

Porch and interior of the house Bueno, a project by Chiralt Arquitectos in Algemesí (Valencia). The whole house is a black and white dichotomy of spaces that are very open to the exterior, with large windows and multifunctional walls. Here, the Krion® Solid Surface ceramic tiles give definition to the white surfaces, and the large-format XLight ceramic tiles from XTONE define the dark walls. The flooring is from the continuous design series Bottega by Porcelanosa.
Photo: Eva Pérez.



5 MEDITERRANEAN PROPOSALS

The art of living

The Mediterranean has become synonymous with the good life. The mild climate and vibrant light translate into an outward-looking architecture that provides physical and emotional well-being. A radiant blue invades everything, a clarity that delimits the forms and highlights the materials... A way of living and designing that defines houses like these: with an outgoing spirit, designed for sharing and celebrating.

1 This house exhibits a design which is coherent and daring, with a balanced discourse between interior and exterior.



BUENO Chiralt Arquitectos

Bueno is a minimalist house in Algemesí (Valencia). The design, by Chiralt Arquitectos, is coherent and daring, based on the perfection and purity of the plane surface. The building, coated with a white and malleable skin, is a hymn to simplicity and is a faithful reflection of the interior. The frontal silhouette, made up of three inverse L-shapes, enhances the daring of its volume thanks to its white cladding of **Krion® Solid Surface**, which converts it into a ventilated and moulded facade. This material contrasts with the stony black of the backdrops, which "penetrate" the interior through walls that, in addition to serving as a support for the structure of the house, organise the space and accommodate furniture.

The main entrance is notable for its imposing door, hidden in a large wall with a backlit handrail, and the access staircase.

Conceived as a unit, the house is arranged in several bays that make up the structure. The central bay, the communications zone, has a hall-corridor that gives access to all the rooms and achieves a feeling of spaciousness thanks to an infinite glass window. Three elements are notable in this area: the staircase with cantilevered steps, the great wall to which these steps are anchored and which acts as a separator from the daytime area, and finally, a large matte white lacquered wood panel facing the staircase.

The daytime area includes the living room and kitchen-dining room. Both rooms are totally open to the outside and sheltered by the overhang, which serves as a transition and relaxation zone. This area is divided by three walls. The wall with the greatest functionality supports the staircase on one side, and on the other it serves as a multifunctional storage area for the kitchen-dining room, clad in the same thin ceramic tile as the façade and emulating the volumetric play of the building.

The night-time area, located on the first floor, includes a games room, two bedrooms, a bathroom and a main suite with dressing room and private bathroom. The corridor that connects the rooms has windows at each end, creating a stream of light and a comforting feeling of infinity.

Top and above these lines: the volume of the house is defined by the dichotomy between the white cladding of the façade, in Krion® Solid Surface, and the black stone of the bases, model Aged Dark Nature by XTONE. The exterior floor surfaces are tiled in Bottega by Porcelanosa, in finishes Acero and Topo.

Right: in the bathroom, as on the walls of the daytime area, large-format ceramic tiles are used XLight Aged Dark byXTONE.

Kitchen: the island and the work surface are made of Krion® Solid Surface.

The fronts of the kitchen units, from the collection Emotions by Gamadecor, have also been covered using the ceramic XLight by XTONE. The kitchen flooring is the design Bottega Acero, by Porcelanosa.

The taps are by Noken.

Photos: Eva Pérez.



2

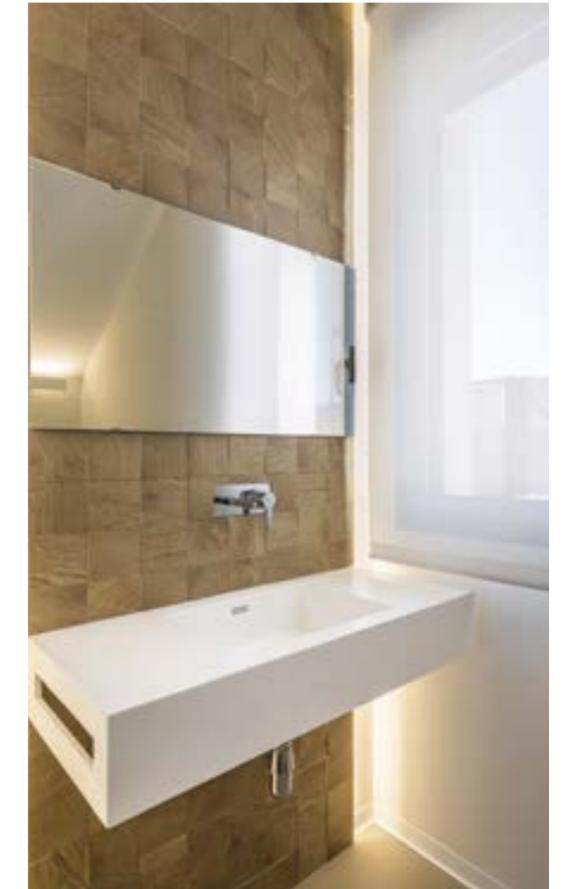
What at first sight seems like a construction of marked contrasts reveals itself as an architecture of the senses.



Top and above these lines: the exterior flooring is in the cement-style ceramic tiles by Porcelanosa which have also been chosen for the kitchen, the living room and the cloakroom. On the perimeter and steps of the pool, anti-slip ceramic tiles by Porcelanosa. The main bathroom unit is designed in red and is open to the dressing room and the main bedroom. The walls are finished in the thin ceramic tile XLight Concrete Black by XTONE. Right: the living-dining room offers a large space bathed in natural light. In continuity with the exteriors, the flooring is finished in large-format cement-style ceramic tiles by Porcelanosa. Photos: Germán Cabo.



Left: the main bathroom unit is designed in red and is open to the dressing room and the main bedroom. Thin ceramic wall tiles XLight Concrete Black by XTONE. Below these lines: the cloakroom walls are finished in Taco Oxford by Porcelanosa. The washbasin is in Krion® Solid Surface; the sanitary ware and accessories are by Noken. In the bathroom below, the elegant contrast is achieved using collections by Porcelanosa.



ATMOSPHERES Dobleese Space & Branding

Three intersecting volumes define the enveloping figure of this family home in Masías (Valencia). The geometric purity is also accentuated by the use of the materials. The dialogue between the black ceramic and the white plaster defines edges that enhance the vision of this house as an architecture of contrasts. What at first sight seems to be a visual architecture reveals itself as an architecture of the senses.

The texture of the ceramic material extends the experience beyond the visual. For example, the presence of horizontal cracks in the pieces enhances the "tactile" quality of this architecture; the seemingly clear boundaries blur as we walk through the building. The overhangs, the stones, the water... transform the fixed perimeter into loose contours.

This same concept is repeated in the interior. The use of different materials, textures and colours accompanies the user's experience of the spaces. The creation of thresholds transforms the experience of transit between one area and another, and smooths the transitions between environments. Rather than leading, the atmosphere seduces us; hence the name given to this very Mediterranean project.

3 Multipurpose flexible spaces, always visually connected to the outside.



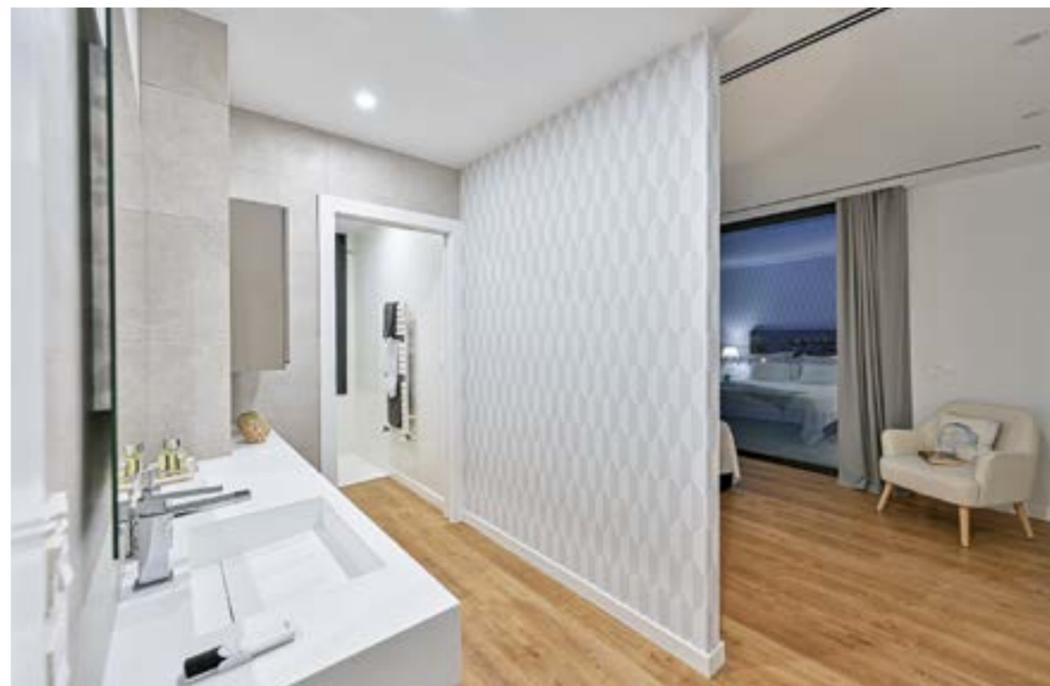
On the facing page: selected for the exterior flooring of the porch and interior of the pool, the contemporary style of the large-format ceramic Bottega Caliza, by Porcelanosa.
Next to these lines: the spacious living-dining room is connected to the porch by glass panes. The Bottega Caliza flooring by Porcelanosa fosters this spatial continuity.
The bathroom walls are finished in the tiles Toscana Stone, Spiga Bottega Caliza and Marbella Stone, by Porcelanosa; and the XTONE collections inspired by bathrooms. A large wooden sliding door connect or separates the living area and the rest of the ground floor.
Below: bathroom furniture by Gamadecor and taps by Noken. The wide terrace of the main suite takes advantage of the overhang of the porch. On the façade, pieces from the range Image by Porcelanosa in the anti-slip version.
Photos: José Manuel Ruíz Jerez.

PULPÍ Damián de Haro Arquitectura

Maximum functionality: this was the starting premise of the architect Damián de Haro, backed by ACM Construcciones, when he designed this house in Pulpí, in the east of the province of Almería. The result is a very light and comfortable family home, which seeks to maximise the connection between the landscape and the interior environments. It achieves this through the use of large openings and with a careful selection of materials: in light and diaphanous tones, easy to maintain and conductors of light, whose strength and stimulus are transferred to the interiors.

On the ground floor, which houses the daytime areas and is very open to the garden, the exterior and interior floors offer significant visual continuity to the spaces. From the living-dining room the view extends to the porch and reaches the attractive swimming pool, completely flush with the tiling of the terrace.

The first floor houses the night-time area, where the main suite plays a starring role: it opens onto a comfortable and spacious terrace that takes advantage of the overhang of the porch. A welcoming and practical bathroom completes the suite, also designed with the maxim of being practical and comfortable for the occupants of the house.



4

Interior design and architecture make floor and wall finishes the star attractions of the space.



Left: the embossed mosaics on the mirror wall are the model Metal Bronze 3D Cubes by L'AC. The natural stone washbasin is Trend Habana Dark by L'AC.
Below: All the sanitary ware and bathroom fittings are from the Vitae collection by Noken. In the wet zone of the white bathroom, the mosaic Glacier Moon Metallic White by L'AC.



Top and above these lines: warm tones define the shared environments of the large common area on the lower floor. Large-format flooring provides continuity. The model is Habana Dark by L'AC in natural stone.

Right: on the upper floor, dedicated to bedrooms, the oak parquet is by L'AC. The kitchen furniture is from the range Emotions by Gamadecor. To harmonise with its tone, Havana Dark natural stone flooring by L'AC has been installed.
Photos: Diego Opazo.



CASA FRENTE AL RÍO Murad García Estudio

This duplex is located in one of the most iconic buildings of the Valencian capital, the Torre de Valencia. Completed in 1959, it is the work of Luis Gutiérrez Soto (1900-1977), a prolific architect from Madrid considered one of the great masters of the second stage of the modern Spanish movement.

From the inside, it offers fantastic views of the Turia Garden. And, of course, these views are also available from its spacious terraces on the two floors, designed so that you can enjoy the comfortable Mediterranean climate outdoors.

The renovation, the work of Murad García Estudio, has included the comprehensive reform of the entire property, both its distribution and interior design. The ground floor is used as a kitchen/living/dining room and is also a flexible multifunctional space that can be adapted for various uses, to suit the tastes and needs of the owners. Both areas are subtly separated by the fireplace and by the soul of the house, a unique staircase with cantilevered wooden steps illuminated from below by LEDs that project beams of light reflected on the side wall in an interesting play of light and shadow.

The interior design works in conjunction with the architecture, making the floor and wall coverings the star features of the space. The woods, natural and lacquered, and the marbles, in tones of brown and grey with matte and polished finishes, achieve a perfect symbiosis with the exposed concrete of beams and pillars. The upper floor is dedicated to the bedrooms; here, the taupe lacquered woods and oak flooring add warmth and formal unity to the space.

5 A large overhang dominates the house. The neutral tones of the flooring project an effect of infinity.



VIVIENDA CE Francisco Torromé

A functional property for tenants looking for a home where they can enjoy the pleasure of living in one of the most prestigious residential areas of Valencia, with panoramic views of the Escorpión Golf Club course, in Bétera, just a few kilometres from the capital. There are almost 800 m² executed in two white volumes, where the modulation of the openings, the exterior lighting and a large cantilever preside over the house; the latter offers a comprehensive view of the surroundings and underlines the emphatic architecture.

The neutral tones of the **Bottega Caliza** flooring by **Porcelanosa**, used indoors and outdoors, project an effect of infinity throughout the site, the central part of which is dominated by a bonsai olive tree, a symbol of healthy life and longevity, which divides this floor. On one side, the swimming pool with sun terrace, the gazebo and an area for relaxation; on the other, access to the garage. The remaining space is landscaped; here, leafy green trees and plants blend into the surroundings.

Inside, a wallpaper with tropical motifs covers the large wall and is the main vertical decorative feature of the living-dining room. In the main bedroom, a more neutral character has been chosen, with walls finished in beige tones and white marble. The dressing room leads to the light-filled master bathroom.

The rest of the rooms, with private bathrooms, adopt a more youthful and fresh character, with blue and earth tones featuring on the bathroom walls. They are all fitted with simple but functional equipment, commensurate with the requirement.



Top and above these lines: the neutral tones of the interior and exterior flooring, the model **Bottega Caliza** by **Porcelanosa**, project an effect of infinity. Right: the kitchen seeks to make the most of the circulation of light. The kitchen units, from the range **Emotions**, in laminated kaolin and stoneware finish, are by **Garnadecor**. The work surface has been designed using **Krion**. The flooring is **Bottega Caliza**, by **Porcelanosa**. On the facing page: the tiles **Beige** and **Ocean** from the range **Málaga**, by **Porcelanosa**, feature on the walls of the cloakrooms, with vanity units by **Krion** and sanitary ware by **Noken**. In the main bathroom, ceramic wall tiles with the essence of marble that harmonize with the flooring **Bottega** by **Porcelanosa**. Washbasin by **Krion**.

Photos: Germán Cabo.

LOUISVILLE USA

A contemporary cabin

The traditional log cabin is reinvented and given a contemporary aesthetic thanks to the creativity of DAJ Design and the use of warm and natural materials.

Text: GEMMA FIGUERAS Photos: JESS BLACKWELL



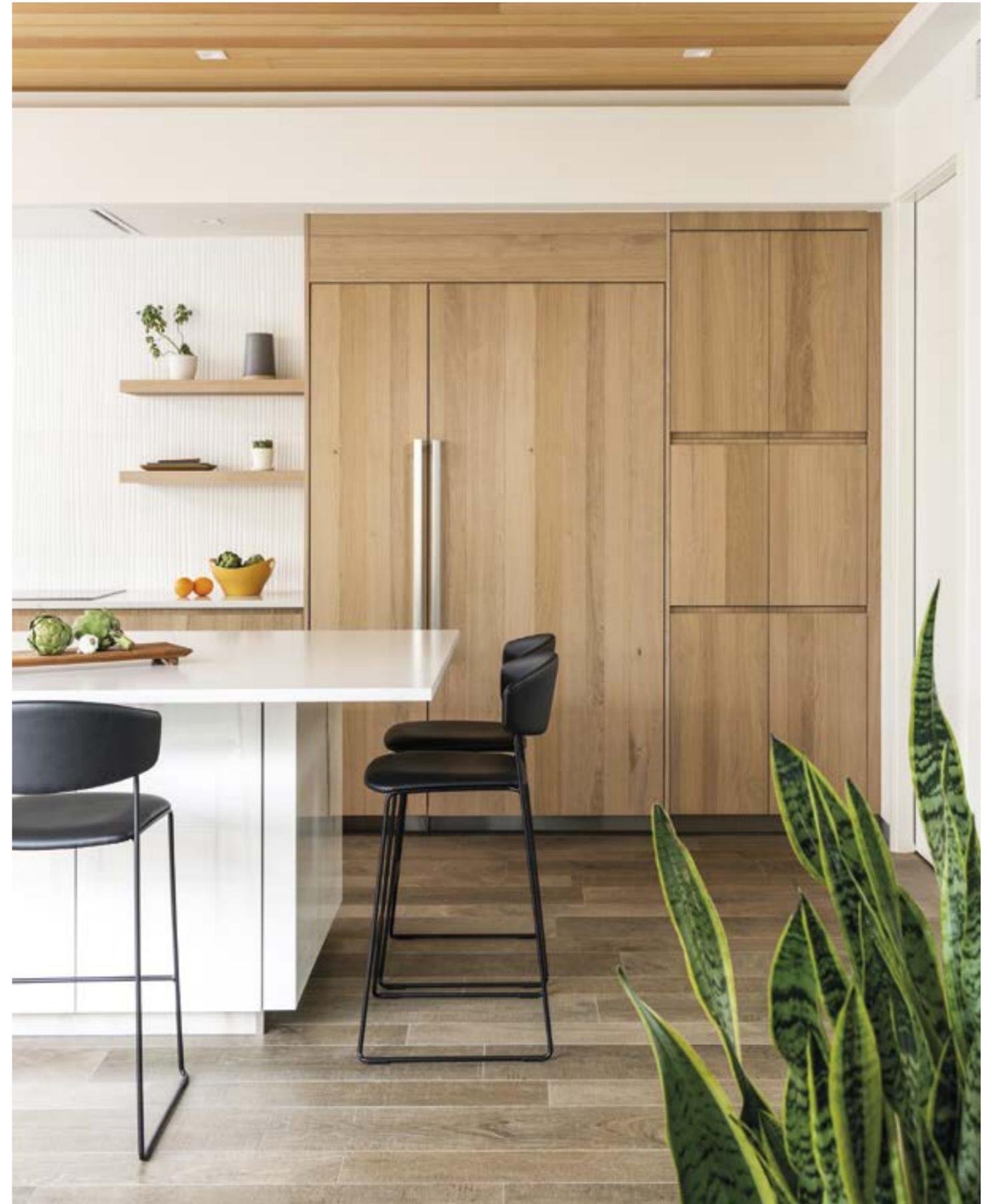
*On the left: rear aspect with gabled roof and off-centre porch.
Below: the ceramic tiles on the main floor are Par-Ker® Oxford by Porcelanosa, which are resistant slabs and offer great warmth.*



On these pages: the furniture in the spacious kitchen is from the range Emotions by Gamadecor, in the rustic finish Roble Alba combined with the cabinets Cuarcita Brillo at the base of the central island.
Below: detail of the knots reproduced in the flooring Par-Ker® Oxford by Porcelanosa.



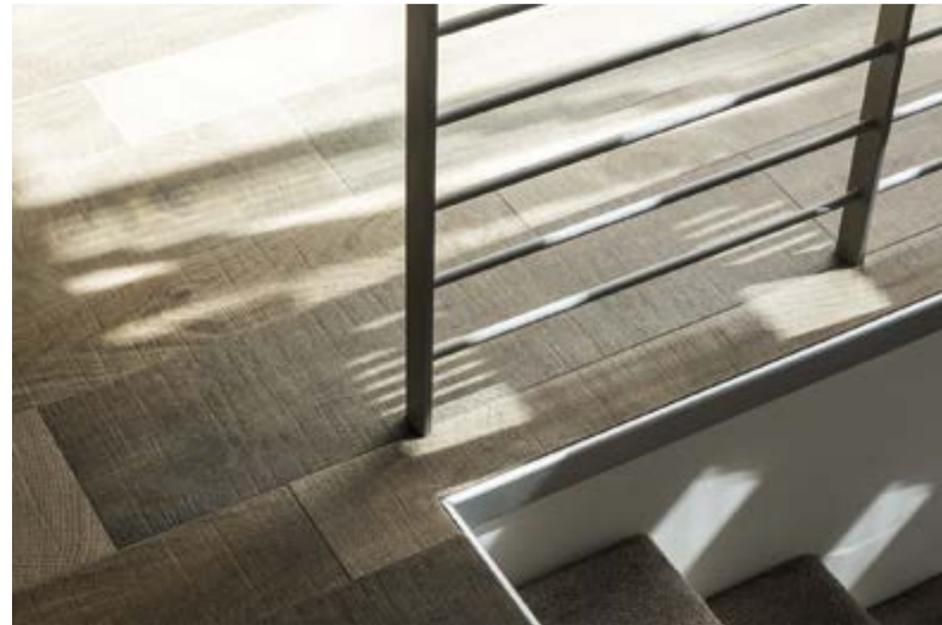
When you arrive at this house in Louisville (Colorado, a short distance from the Rocky Mountains), you can forget everything you've learnt from all-American series and movies about classic American family homes in residential neighbourhoods. The project's creator, local architecture studio DAJ Design, specialises in the construction and renovation of this type of housing from a very contemporary perspective: a cutting-edge aesthetic that combines North American practicality with warm and solid interior design, sometimes with a certain European flavour. The careful selection of the materials used contributes to this sensation. A good example is the **Par-Ker® Oxford** wood-effect ceramic parquet by **Porcelanosa**. With its knots and texture, this flooring reminds us that we are enjoying a house in a mountain landscape.





The Par-Ker® Oxford floor tiles by Porcelanosa bring a beauty that rises above the rustic and gives personality to the rooms and distribution areas of the two floors of the house.

Top centre: the master bedroom has been fitted with cantilevered bedside tables made with the modular furniture range in finish Nogal Seda by Gamadecor.



The feel of a sophisticated cabin is enhanced by the fenced garden, the silhouette of the gabled roof, the front and rear porches on a wood base and the clapboard clad façades. It is a trend based on traditional construction which is modernised and revitalised. We see it embodied in the bathrooms, with furniture and washbasin from the range **Aro Air** by **Krion®** and in the spacious kitchen equipped with furniture finished in **Roble Alba** from the range **Emotions** by **Gamadecor**. The same range enables integrated solutions for the bedside tables in the main bedroom.

In its work, the Studio has prioritised sustainable parameters, such as energy rehabilitation, passive solar design and *zero energy* structures. This home therefore reinvents traditional construction, becoming a creative and respectful brand new house, whose state-of-the-art materials bring solidity and define style.

profile PIA CAPDEVILA



“Ever since I was a little girl, I have always been very observant of spaces”

Pia Capdevila's projects are synonymous with exquisite timelessness. In them, the everyday and the sophisticated are combined with great skill, a characteristic that the interior designer, who is based in Barcelona and Mallorca, brings to all her work.



Left: the main living room is visually connected to the adjoining dining room through the use of the flooring Harlem Caliza by Porcelanosa. Below: to balance the sobriety of the kitchen with the stairs that connect the two floors, Deco Harlem Caliza ceramic tiles by Porcelanosa have been used. The geometric decorations of this collection, strategically distributed following a random pattern, help to enhance the decoration which uses iconic and antique pieces.



Pia Capdevila carries her passion for interior design in her DNA. A lover of details, the natural and the everyday, she makes each of her projects a testament to her ideal lifestyle, one that advocates functional and appealing design without sacrificing sophistication, originality and the distinctive personal character of the owners. From an early age, she was already showing signs of her vocation, “When I was a little girl I liked to be loaded ‘like a mule’, I always played house and I was very observant of spaces.” But it was instinct that led her to pursue a professional career in interior design. “I had always studied to be a doctor or a pharmacist, but in the last year before I started university I changed direction overnight. I went to see a design university and I said to myself, ‘This is what I want to do.’ It was very difficult for me to make them understand at home because we came from the world of architecture, and I was very clear that I did not want to be a typical architect, I liked the details. I committed myself 100 % and today I am convinced that I was right”, she recalls. Proof of this are the interior designs that she has carried out since she created her own studio in Barcelona in 2007. These are spaces full of light (“because light is life, joy and comfort”), positivity and warmth that are dressed in light tones, rich textures, cottons and linens. In them, noble materials such as wood skilfully combine with the new generation of technical materials, about which Pia Capdevila says, “they play a very important role, since they are able to make surfaces more functional, with simple and clean lines.”



Right: in an old Parisian mansion from the early 20th century, the work of the architect Henri Dubouillon, Pia Capdevila has designed a comfortable, orderly and welcoming interior, taking a chromatic palette based on grey, black and stone as a common thread.

Below: the kitchen is divided into two environments (work and 'office'), where the wood-inspired ceramic flooring is by Porcelanosa. The bathroom's built-in washbasin is made of Krion®, and the ceramics are by Porcelanosa.

“I treat each project as if it were for me. And I like the spaces to have personality, soul, to be warm and lively”

When starting a new project, be it a home, a restaurant or a hotel, the biggest challenge for the interior designer is “to improve and surprise every day, both personally and for my clients.” This is teamwork done with care and passion, created with each client in a unique and personal way. “More and more importance is being given to aesthetic spaces, as this improves our quality of life. I treat each project as if it were for me. And I like the spaces to have personality, soul, to be warm and lively.”

The personal and timeless design that characterises her work is influenced by her passion for observing and delving into places, spaces, books and even virtual windows, such as Pinterest. “I believe that inspiration is born when it wants to be, we can't force it because then it doesn't come out correctly,” she says. A lot of inspiration arises in the space itself. You have to let the ideas flow and then give them shape and meaning. I like to draw and create crazy things that are then ordered and shaped during the project. And if we talk about influences, she confesses, “I have many. I like each of them and they can contribute according to the type of project. Among them, names like Marcel Wanders, Gio Ponti, Kelly Hoppen, Isabel López, Sandra Tarruella and Adela Cabré are professionals who I enjoy and am inspired by how they work or by their results.”

Among her most recent projects are a mansion in Paris and a summer home in Mallorca. “They are two very different projects that I have really enjoyed. The mansion has been a dream! The day I entered that space I knew that I was about to fulfil a fantasy: a thousand square metres to create and enjoy, and it was also within a framework which had great style. The project in Mallorca is a villa. It allowed us to give a distinctive personal touch to the interior of a country house and we are very proud of the result achieved.”

Despite the pandemic, her studio has a full agenda of ongoing projects. “I am really grateful that so many people want to work hand in hand with us. After the pandemic, residential projects have taken on greater value, while hotel projects are on hold, although we know that sooner or later they will be resumed. Right now we are working on a rural space to which we are going to make a very interesting aesthetic and spatial expansion. You always have to see the opportunities of each project at each time”, she explains. Meanwhile, her maxim is to “focus the work of the studio to continue growing in an organic and sensible way, doing things well and taking on new challenges.”

Steady and confident, Pia Capdevila says that if she had to choose a new place to work on a project, she would like it to be New York, Miami or Bali. But, whether in remote or local spaces, small or large, one thing that never ceases to amaze her is “the satisfaction at the end of a project. Feeling fulfilled exceeds everything that has happened along the way and makes me happy.”



Pia Capdevila, in the centre, accompanied by the interior designers of her studio Maria Simó (left) and Andrea Gelabert (right), the photographer Jordi Canosa and the stylist Mar Gausachs. They are sitting next to the indoor swimming pool that is part of the relaxation area located in the sub-basement of the Parisian mansion designed by Capdevila herself.

SICILY

Luxury and tranquillity on the island that has it all

The Palladium Hotel Group brings its hotel style to Campofelice di Roccella, a small town set 70 kilometres from Palermo, and attains the dream of a magnificent double resort.

Text: PAOLA ROCCA Photos: courtesy of PALLADIUM HOTEL GROUP



Less than 70 kilometres from Palermo, on a beach which displays great natural beauty, the Grand Palladium Sicilia Resort & Spa and the Grand Palladium Garden Beach Resort & Spa have just opened. In the photo, panoramic view of the magnificent hotel and large outdoor swimming pool. The showers at the swimming pools have been made using Round Inox, the Eco collection by Noken.





In the public rooms, light tones have been chosen for floors and ceilings, combining them with structures in dark tones as a tribute to the lava of Etna. This is the definition of a new Mediterranean style that make the design feel contemporary and elegant. The flooring chosen is Par-Ker® Tanzania by Porcelanosa.

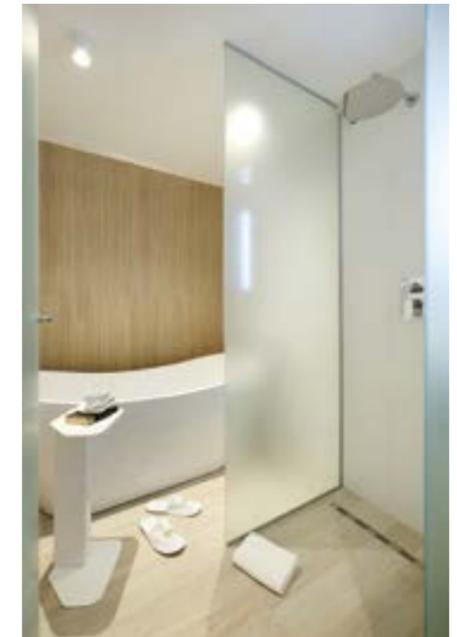
The Grand Palladium Sicilia Resort & Spa and the Grand Palladium Garden Beach Resort & Spa have all the characteristics of the great Mediterranean hotels: maximum comfort while respecting the beauty of the surrounding landscape. Grupo Azora commissioned U Interior Design to design the comprehensive renovation. Pilar García, interior design director, explains, "The hotel is in a contemporary Mediterranean style, warm and fresh, with a palette of textures and natural materials to which we have added colours which are typical of the island's crafts, trying to evoke the concept of the Italian *dolce vita*. Sicilia has a wonderful contrast of architectures, shapes and colours, thanks to its great cultural heritage, and we wanted to reflect this in some way in the project. We wanted to add colour, but only in small details, without losing the essence of a Mediterranean room that invites you to relax and enjoy a tranquil atmosphere."

The spaces of the Grand Palladium Garden Beach Resort & Spa and the Grand Palladium Sicilia Resort & Spa come together in a number of shared areas, while the privacy between them is maintained in specific rooms and areas. Together, they offer a wide range of facilities for different types of guests. The reform has been respectful of the environment, and as Pilar García says, "For the interior design we have taken into account the existing architecture, which is a brutalist architecture with a lot of exposed concrete. The idea has been to make it warmer through the materials, textures and

colours used." For this, Azora (manager of the investment vehicle that owns the hotel) and the U Interior Design studio, chose materials from the various firms of the **PORCELANOSA Group**, who have contributed their proven experience to this project to provide the space with elegance, beauty, modernity and durability. "We have incorporated nature from the exterior into the interior, we have chosen neutral and soft tones, which make the concrete warmer, with accents of black (in reference to the volcanic stone of Etna) to give it contrast and strength. A concept that moves away from the classic Mediterranean in blue and white tones, and offers a fresh style that is at the same time elegant and sophisticated." The Grand Palladium Garden Beach Resort & Spa and Grand Palladium Sicilia Resort & Spa are located on the beach front, with a privileged location in the town of Campofelice di Roccella, near Palermo. They consist of 4 buildings with a total of 469 rooms and suites, which share 5 restaurants, 3 swimming pools, a spa, kids' club and a MICE zone. The result is an ensemble that unites the magic of Sicily with hotel excellence in an environment of great beauty and cultural interest. Pilar García tells us about the work, "We have been carrying out comprehensive interior design projects for hotels, restaurants, spas and homes on a national and international scale for more than ten years. Our knowledge of the hotel sector allows us to adapt to any type of project and budget without losing the essence of the initial concept, resulting in a functional and exclusive design which requires minimal maintenance over time."



All rooms have the latest materials and state-of-the-art technology. The floors are finished in Par-Ker® Ice Tanzania by Porcelanosa. The plinths are in technical porcelain by Porcelanosa. In the bathroom, floor Par-Ker® Ice Tanzania by Porcelanosa, walls finished in Marmi China by Porcelanosa and screen Yove 1 by Krion® Porcelanosa Bath.



The bathrooms have been finished using materials by the companies of the **PORCELANOSA Group**. In the top left photo: the built-in shower is Round Monomando by Noken. The shower tray is Slate, also by Noken. The walls are finished in Par-Ker® Ice Tanzania by Porcelanosa. In the photo on the right: the vanity unit and the washbasin are made of Krion® Lux Snow White 1100. All taps are by Noken and offer maximum water-saving efficiency.



Photo: Alex del Río.

From left to right: Laura Huerta Fernández, senior interior designer, Pilar García de Gonzalo, director of Interior Design, Evelien Korte, interior designer, and Sílvia Guzmán Talavera, interior designer, all members of the U Interior Design team.

Experience and talent

In 2020, U Interior Design was born from the Urcoisa interior design team with the aim of putting all its knowledge about the hotel design sector at the service of companies outside the Palladium Hotel Group. It is a multidisciplinary creative team of architects, interior designers and designers in constant evolution and development. Its methodology and its commitment to teamwork facilitate a perfect collaboration with specialists from the world of project management, art and landscaping, which allows them to manage integrated projects, as has been the case with this major reform in Sicily.

11

Wonders of Sicily

And I would add: “that you really can’t miss”. Because this largest island in the Mediterranean has so many landscapes, sights, and unforgettable moments that speak of its past, its present and its future in terms of beauty and joie de vivre, that it would take several lifetimes to discover them all.

Text: PAULA ROCCA Photos: ALEX DEL RÍO



Trinacria, emblem of Sicily. A woman with three legs that surround her body, a clear mythological allegory.



1 MOUNT ETNA

Lord of the volcanoes, at its feet the fertile volcanic soils are home to vineyards which are recognised by the great sommeliers of the world. On its slopes, crops, flowers and fields alternate. And on its heights, at 3,350 metres, the snow remains for months to the delight of hikers and skiers. The most recent eruption of Etna took place on 1 April 2021. The spectacle could be seen by fortunate visitors from nearby Taormina all the way over to Catania.

2 TAORMINA

Surely the most beautiful and elegant town in the east of the island. In its beautiful streets full of shops you can admire the architecture which mixes Greek, Norman, Arabic, Gothic and Neoclassical styles. Strolling along Corso Umberto, buying made-to-measure sandals or having an “alle mandorle” wine (infused with almonds) or a “gelato di pistacchio” (pistachio ice cream) is a good start. Afterwards, visit the Teatro Antico di Taormina, a Greek monument from the 3rd century BCE, surely one of the best preserved in the Mediterranean. From there, take a half-hour walk to “la Madonna della Rocca” and admire the entire coast from on high.

On the facing page: view of the sea from the Greek theatre in Taormina. On the coast you can see the beach of Giardini Naxos, an archaeological site displaying Sicily's Greek past. Above: Etna, at a height of more than 3,000 metres, with its black lava rocks and perpetually steaming mouths. Below: a detail of Isola Bella, one of the most beautiful spots on the east coast of Sicily.

3 ISOLA BELLA

It is one of the best places for snorkelling and scuba diving in Sicily, and has impressive sites such as the Grotta Azzurra, a natural formation that can be reached by boat, kayak or (if you're feeling strong enough!) by swimming.





4 CATANIA

The second city of Sicily is full of palaces. It's also full of noisy streets where life takes place outside. The Piazza del Duomo and the extravagant Fontana del Elefante are of interest, and you shouldn't miss the experience of strolling through the stalls of "La Pescheria", where there is a fish market from Monday to Friday, in an area surrounded by seafood restaurants.

5 PALERMO

The capital of Sicily, on the west coast of the island. Decadent elegance that captivates through its history and its palaces. A city of immense architectural value with Punic remains, art nouveau palaces, and Arab, Norman, Baroque and Neoclassical traces. Highlights include its 12th century cathedral with royal tombs and the Teatro Massimo, the largest opera house in Italy and the third largest in the world. Palermo is a UNESCO World Heritage Site.

The trip to Monte Pellegrino is very interesting. Here you'll see the basilica and the tomb of Santa Rosalía, patron saint of Palermo, carved into the mountain.

6 CEFALÚ

Another wonderful town, 70 kilometres from Palermo. It is a pleasure to walk along the quay of the old port and stay on its beach, one of the most beautiful in Sicily, with its white and ochre houses that seem to emerge from the sand. We recommend that you take a boat trip and then climb La Roca, the



mountain that dominates the town and leads to the castle. From there you can admire the temple of Diana, from the 9th century BCE.

The Duomo (cathedral) of Cefalù is another beautiful building and also a UNESCO World Heritage Site. We recommend walking through its narrow streets, full of shops and restaurants with typically Italian flavour.

7 SYRACUSE

Set on the Ionian coast of Sicily and famous for its archaeological park that includes, among other wonders, the Roman amphitheatre, the Ear of Dionysus, the tomb of Archimedes... You can walk to Ortigia, an island within Syracuse that is also its nerve centre. There are streets to stroll through, great restaurants and, of course, wonderful monuments. Highlights include the cathedral, the temple of Athena, the palaces and the church of Santa Lucia (inside there is a beautiful painting by Caravaggio).

Above, on the left: the lively streets of Cefalù.

Above these lines: Nero d'Avola wine, the most famous red, which is grown and made on the slopes of the Etna volcano. Cannoli, Sicily's most iconic pastry.

A palace turned into a museum: Casa Cusani, which belonged to the English magnate and painter Robert Hawthorn Kitson, one of many European intellectuals who chose Sicily as their home in the 20th century.



8 THE MAFIA TOWNS

Some of these towns are near Palermo and others are on the east coast, between Taormina and Catania. Racalmuto, between Agrigento and Palermo, and Corleone, in the mountains near Palermo, are perhaps the most famous. But if you want to discover the towns where *The Godfather* was filmed, you have to visit Savoca (and go up to the church where Michael Corleone and Apollonia were married, and have a drink at the famous Bar Vitelli). You can also go to Forza d'Agrò, with its Chocolate Museum and its Santissima Trinità church. Both towns are in the high mountains that surround the province of Messina and Catania.

9 NOTO AND AGRIGENTO

Two small cities which are very important if you want to understand Sicily. Noto is a jewel of the Baroque. It is 40 kilometres from Syracuse and its many churches make it a magnificent visit. And it has something that makes it unique: Café Sicilia, where for more than 200 years they have served the best "granita di caffè" (coffee granita) in the world.

Agrigento is history, culture, art, beauty. It is worth the trip just to visit its Valley of the Temples. Also for its streets and palaces that Goethe fell in love with. Its cathedral and its fish market are also very interesting.



Above, to the left: view of the church of Santa Lucia in Savoca. Several scenes of The Godfather were shot here, including the wedding of Michael Corleone. Archaeological site in Syracuse and in the background the beautiful Ortigia, the heart of the city. On the right, top: a shop selling typical Sicilian ceramics. Above these lines: detail of a church in Palermo.



10 SICILIAN DELICACIES

I don't know where to start. Maybe with the *cannoli*, those pastries made of puff pastry, filled with sugared *ricotta* and sprinkled with chopped almonds. Or the candied fruit. Or the ice creams, which in Sicily have an extraordinary quality. Those are to sweeten life.

Because when it comes to food, Sicily has it all: from the best Mediterranean fish dishes to pizzas, almost always covered in Sicilian anchovies and tomatoes, considered the best in Italy. And finally, we reserve an emotional sigh for the "granite di limone", those lemon granitas (served in dessert bowls with spoons) which are unique in the world. We adore all types of "pasta ai frutti di mare", and finally the *caponata*, a traditional recipe in which the aubergines surpass themselves and reach culinary paradise.

Sicilian wines are a special highlight: many are from Etna, which produces a wide variety of reds. Perhaps the best known is Nero d'Avola, but it is a rich and extensive designation of origin. Sweet wines are not far behind: Marsala, Moscato di Noto, almond-infused Mandorla wine and sweet wine from the island of Pantelleria.

11 THE OTHER ISLANDS

From Taormina, you can take a day trip to the Aeolian Islands. They compete with the best in the Caribbean. From western Sicily, we recommend a boat trip to Pantelleria, the island that was a prison but now boasts the most elegant villas, some belonging to celebrities such as Armani and Carole Bouquet, Carlota Casiraghi's mother-in-law.

technical porcelain full tile

Big solutions for big projects

Buildings that look to the future and strive for perfection. These are the target projects for the **Solidker** technical porcelain by the **PORCELANOSA Group**.

Thanks to its technical properties, competitive qualities and multiple finishes, this product is positioned as the perfect solution for architects, builders and designers who want to create spaces which last.

The main feature of **Solidker** is its composition. Unlike glazed ceramic, the entire piece of technical porcelain is made of the same material. This means that if a sharp object falls to the ground and pierces the surface layer of the tile, the damage is not noticeable, since the second layer is composed of the same elements.

TECHNICAL SPECIFICATIONS

Also known as full-body or through-body tiles, this flooring is notable for its resistance to bending, abrasion, and wear due to high traffic, as well as its ability to withstand sudden changes in temperature and its low water absorption, which thus avoids cracks.

Another of its virtues is the modularity of the pieces. These have identical dimensions and thicknesses, orthogonal sides and rigorous flatness in order to create uniform surfaces both indoors and outdoors.

All the **Solidker** collections offer a non-slip line to guarantee safety on terraces or pool areas and provide spatial continuity, since there is no variation in tone between the outdoor and standard tiles.

PRODUCT QUALITIES

Avenue, **Concrete**, **Deep** and **Morse** are among the tiles of the **Solidker** range by the **PORCELANOSA Group** that comply with strict national and international technical regulations (CTE, UPEC, ISO...) for use in gardens, public squares, transport hubs, hospitals or shopping centres. Projects of considerable size that require large-scale construction solutions to ensure that these buildings offer guaranteed high quality.

Adda and **Petra** are the two latest additions to the **Solidker** brand. Both have a stone effect –inspired by the stone of the Levante area and basalt stone, respectively– and up to four rectified formats (120 cm x 120 cm, 59.6 cm x 120 cm, 59.6 cm x 59.6 cm and 29.7 cm x 59.6 cm), different shades and three finishes (natural, textured and polished) to adapt to all styles.

IN-HOUSE PRODUCTION

All the **Solidker** collections are manufactured in the production plant owned by the **PORCELANOSA Group** itself, thanks to machinery which uses the latest technology and its logistical capacity. This involves strict quality controls that seek excellence and market differentiation.



Solidker technical porcelain is one of the most suitable materials for surfaces that demand quality, resistance and beauty.

1 and 2. Considered the most exclusive shopping centre in Central America, Soho Mall in Panama is a project conceived in the spirit of luxury. With an estimated 8,000+ visitors each day, the technical porcelain **Solidker** by the **PORCELANOSA Group** was selected to ensure durability and facilitate maintenance. In addition, it allows continuity to be achieved when addressing different requirements, such as those of ramps and stairs, thanks to the range of finishes. Photos: Pro Pixel.

3 and 4. The Binter building rises over Las Palmas de Gran Canaria with a floor area of more than 13,000 m² and a studied design that contributes to creating a suitable working environment. Specifically, the offices of the Spanish airline are defined by their chromatic uniformity, their open spaces that allow better communication between different areas and the technical porcelain flooring **Solidker** by the **PORCELANOSA Group**. This presents two great advantages for the project: robustness and functionality.

work spaces

BUCHAREST Creative interiors

The Romanian design laboratory Phenomena gives shape to spaces with a distinctive theatricality and aesthetic sense. The offices of the Eden Capital financial group and Phenomena's own headquarters demonstrate their clear artistic purpose.

Text: GEMMA FIGUERAS Photos: ARTHUR ZINZ



EDEN CAPITAL Order, clarity and warmth

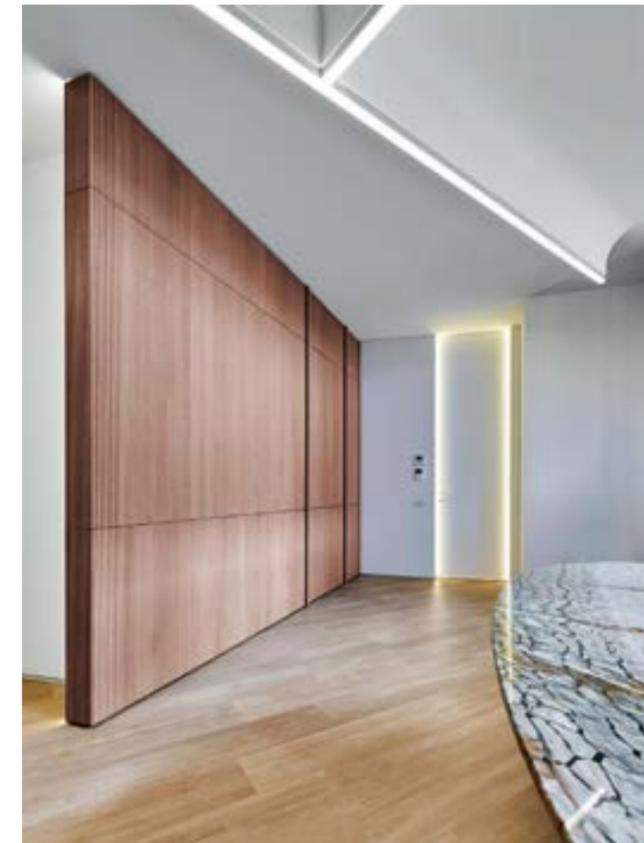
The Phenomena design laboratory was founded in 2014 by architect Eduard Baicu with a clear goal: "Defy conventional standards". This involves searching for an enriching balance between creative freedom and the particular requirements of each project, whether those are financial constraints, timescales or particular cultural characteristics. Over the years, Phenomena Laboratory has designed a wide range of projects and each one has represented an opportunity for this multidisciplinary studio to innovate and to challenge pre-established ideas and assumptions when creating new spaces and objects.

At these offices for the financial company Eden Capital in Bucharest, Phenomena has created a warm visual experience with daring oversized elements that, despite their size, become invisible. One example of this is the spectacular glass screen used to separate environments. This is all set on the welcoming **Par-Ker**® natural wood-look finish of the **Tanzania Nut** flooring by **Porcelanosa**.

The result is a minimalist space that radiates order and clarity and brings art to its furniture and to the treatment of its walls. A tailor-made experience in the spirit of innovation and artistic exploration from this multifaceted studio.



The design is notable for the choice of materials that are combined to achieve a harmonious monochrome composition. The **Starwood** ceramic flooring in **Tanzania Nut** by **Porcelanosa** is durable, and very natural-looking thanks to the profusion of grains. The pieces are joined using the innovative material **Colorstuk Especial Doussie** by **Butech**.



work spaces

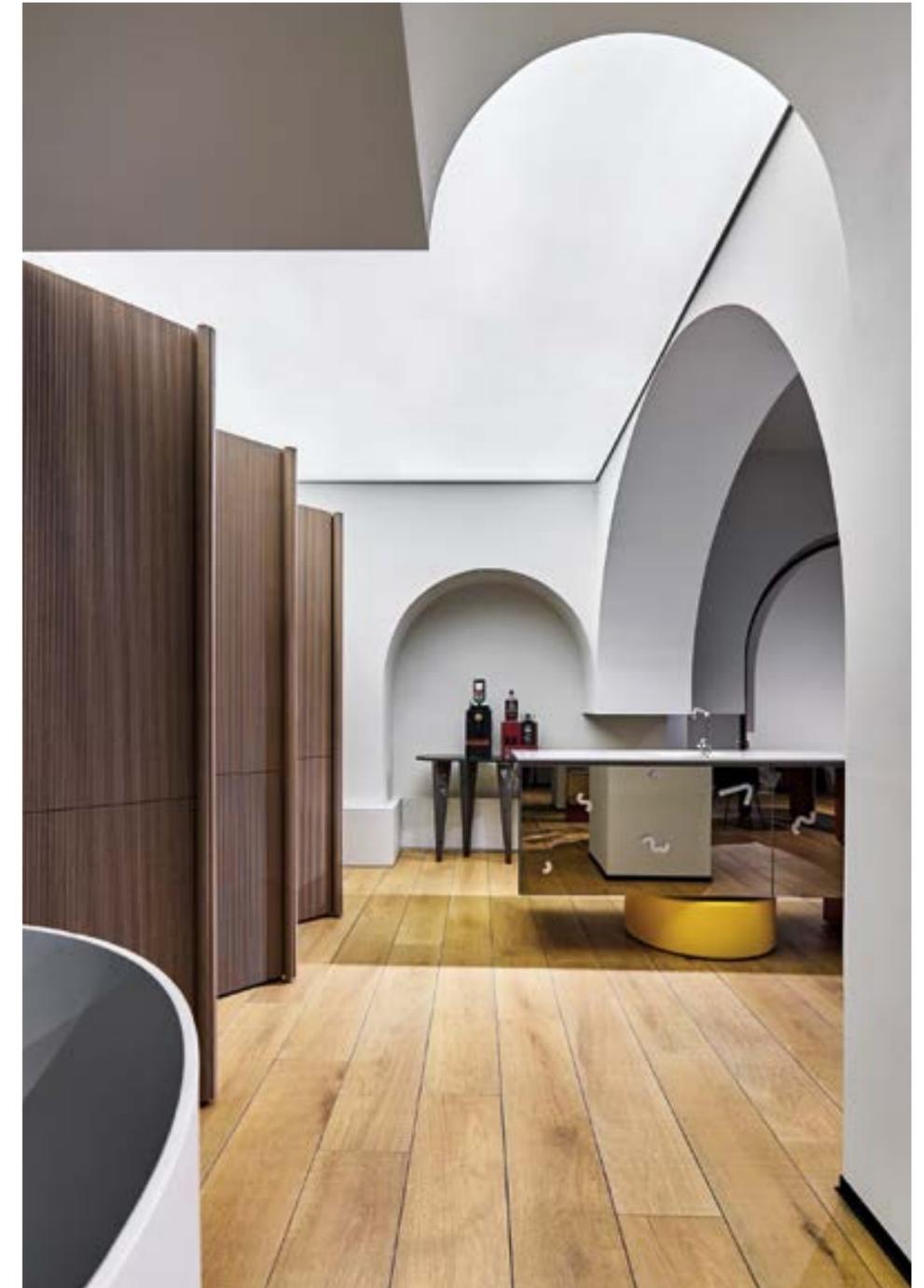


PHENOMENA GALLERY Stimulating ideas

When designing their own offices, Phenomena's team recreated the world of an art gallery. Its creative designers have shaped a cross-disciplinary space where environments that breathe avant-garde ideas and concepts reign.

In the new headquarters there are elements from different creative fields including painting, sculpture, video art, architecture, interior design, product design, installations and experimental artistic projects, all of them based on the experience of this multidisciplinary laboratory.

It is a visual manifesto of their talent, based on the great power of seduction of spaces and the mixture of artistic disciplines and materials (such as the flooring **Par-Ker® Vancouver Honey** by **Porcelanosa**, which gives the perfect welcome to this space designed to encourage the birth of ideas). All in all, this is a space designed for maximum permeability that also stimulates sensory potential.



For its own corporate headquarters, the Phenomena Laboratory studio has chosen the ceramic flooring **Par-Ker® Vancouver Honey** by **Porcelanosa**, with joints using the recommended new technology by **Butech**. The result unifies the space while bringing light and warmth to the different environments.

research and wellness

The best image of health

Pharmacies and medical centres are undergoing a profound transformation, not least in terms of how they relate to people through their spaces. A revolution to which the **PORCELANOSA Group** is bringing our experience and commitment.



ARTDENTECK DENTAL LABORATORY (LYON, FRANCE) **A futuristic capsule designed for maximum safety**

Located in Brignais, near Lyon, the Artdentek dental laboratory has specialised in the manufacture of dental prostheses for more than 22 years. Designed by Sélina Zanetti, the space is conceived as a "futuristic capsule" with all the guarantees of prophylaxis and hygiene required by professionals. High performance materials have been used, large format plates of **Krion® Lux Snow White 1100**, a new generation material whose non-porous properties, durability, ease of maintenance and resistance to bacterial proliferation make it a perfect ally for the healthcare sector.



The Solid Surface Krion® Lux prevents the proliferation of bacteria, micro-organisms and fungi, a vital feature in spaces that require aseptic environments, such as clinics and operating rooms.
Photos: Rouveure Marquez.

research and wellness



1 Crespo Gálvez Pharmacy, Cartagena (Murcia). The counter is from the range Krion® Lux Snow White 1100. It is non-porous, antibacterial, and offers toughness, strength and durability. In addition, it is easy to clean and maintain.

2 Barreda Pharmacy, Castellón. The Krion® Lux display stand surrounds the column, facilitating self-service and the flow of people.

3 Náutico Pharmacy, Dénia (Alicante). The use of Krion® Lux on the counter means that it can be personalised and backlit.

4 Sentandreu Pharmacy, Valencia. Original materials from its industrial heritage have been respected, such as beams, brick and forged iron.

5 La Cala Pharmacy, Villajoyosa (Alicante). The spectacular circular distribution allows a rest area to be the axis of the space, which is dominated by the counter built using the material Krion® Lux. Photos: Inside Pharmacy.

INSIDE PHARMACY The new look for pharmacies

Inside Pharmacy is a firm which specialises in the creation of *smart* designs and projects for pharmacies. It plans pharmacies according to a new concept of interior design: to create spaces for customer service and sales which are much more flexible and unique, much more attractive, and that break with the usual image of pharmacies. The evidence can be seen in the *health shops* illustrated in these pages. All of these pharmacies offer uncluttered and very orderly environments, with wide aisles and convenient display spaces, some with seating areas. Shelves and counters, some of which are backlit, have been designed and manufactured using the innovative material **Krion® Lux** in order to achieve a contemporary surface that guarantees maximum hygiene and durability.



“The future will be homes generating as much cheap energy as possible”

Homes that make you happy. That is the essence of LivEco's approach to designing eco-friendly, high quality and energy efficient homes that combine bespoke architecture with the latest green technologies with the best internal and external finishes. Their Great House Farm project is the third and final phase of an award-winning residential project in St. Fagans. A peaceful rural setting providing 13 detached homes which is only a short drive from Cardiff (Wales). The project includes battery storage, photovoltaic panels, mechanical ventilation with heat recovery, electric car charging, heat pump and underfloor heating, amongst other energy efficient features. All in a natural setting, with wildlife and community neighbourhoods. Also, they are funded by The Principality Building Society, a very important presence in Wales.



Daniel Ball, CEO of LivEco, is an avid supporter of greener builds and passionate about providing better designed homes at affordable prices.

What are the special features of LivEco's ecological houses?

Our homes act as self contained “power stations” which will be the housing model of the future. Energy is generated from the roof by the sun and natural daylight through the PV panels. This electricity is then used in the home in real time. Any excess energy then charges the home battery. In the evening the home runs off the battery and the next day the circular system begins again. All electric renewable energy with no gas and electric cars can be charged from the roof or the battery. All electric air source heat pumps provide heating and hot water and an air circulation system ensures a healthy internal living environment.

What is the profile of clients who demand this type of housing?

We have a mixture of people from young couples who really care about climate change and our effect on it, to retired people who really want a home with low to zero fuel bills so they can live a better life off their pension.

Which materials are preferred for this type of construction?

The sustainable way to build is to minimise the use of cement and to maximise the use of timber which locks up carbon for the lifetime of the building.

Does the use of these materials or new techniques involve higher costs than conventional (non-green) constructions?

Yes, currently there is an increase in cost versus standard housing although some of this cost can be minimised with clever design. Over time as more people build houses this way and the industry gears up and produces more quantities the costs will come down.

Are design and customisation in these sustainable projects more limited in choice?

Just because the homes are fully sustainable does not mean we have to compromise on anything else. The internals, bathrooms, kitchens and flooring can be beautiful and bespoke just like any other luxury home and that is why we are so proud to work with **Porcelanosa Grupo** on our award-winning homes.

Are we succeeding in transforming society's lifestyle towards a more sustainable trend? Do you think legislation needs to be changed to encourage it?

Legislation does help and can be useful but I think it is more important for the

sustainable movement to happen from the demand side, that is to say that people and home buyers start to ask for better quality homes and better fittings in their homes. People can make big change happen faster than legislation sometimes!

What do you see as the next step in residential housing to address climate change?

Instead of gas and bricks and blocks the future of housing is timber and all electric solutions with homes generating as much cheap natural energy as possible. This will minimise crucial investment in our national grid and enable people to live healthy sustainable lives with low fuel bills and also have beautiful healthy homes to thrive in and make memories.



Photos: Anthony Barber.



Photo: Gavin Dando.

Great House Farm is a housing scheme on the edge of Cardiff, intelligently designed for health, space and well-being. Any energy excess is stored in the home battery waiting for you to use it in the evening.



Under the snail shell

From the outset, this project in Barcelona was designed to have a clear link to the name of the restaurant, El Cargolet Picant, which means "The Spicy Snail" in Catalan. The team from Carlos Martínez Interiors, who have significant experience in the world of restaurant design, decided to analyse the realm of snails and devised an ambiance of earthy colours, connecting with the earth and soil where they are usually found. A welcoming atmosphere was created by using materials such as **Par-Ker® Nebraska** wood-effect ceramic flooring by **Porcelanosa**. In addition, the wooden bands that cross the ceiling from end to end evoke the chopsticks with which snails are eaten, the circular mirrors on the wall are inspired by the shape of the snail shell and the pendant lamps are reminiscent of the *caracoleras* where live snails are stored after being collected. The result is an atmosphere of different tones and volumes based on wood, vegetation and hues that take us back to the natural habitat of these animals.



The restaurant's ceramic flooring is **Par-Ker® Nebraska** by **Porcelanosa**. Its warm, deep hue achieves the woodland atmosphere desired by the team from Carlos Martínez Interiors.

Above these lines: wall finished in **Mosaico Wood Cubes** by **L'AC**.

On the right: the decorative finish in intense colours used on the walls and under the bar is by **Porcelanosa**.

Photos: Marcela Grassi.



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PORCELANOSA Grupo

Paying tribute to local products

Designed by David García, from Grupo Ramón García, when this restaurant was reformed the focus was on giving it a personality of its own based on environments from its local area: Sanxenxo, in Pontevedra (Galicia).

This is a maritime town with a great wine-making tradition, so the interior was designed to pay tribute to these two influences. In one area, the environment transports us to a vineyard, with its grapevine and its earth tones. With ash wood and pleasant warm-toned lighting, this area features the decorative panels **Mattonella Anticato** made from the material **Fitwall®**, developed by **Krion®**.

Another area of the restaurant has been transformed into a port, with a large blue velvet bench, an impressive ceramic mural with the Barberecho logo in black iron, nautical family photographs and nets on the ceiling.



The wall has been decorated with Fitwall decorative panels, from the series **Mattonella Anticato** by **Krion®**. They are very light, with a high mineral composition and a finish similar to fired clay. They can be applied to furniture and equipment as well as to walls, and create unique environments thanks to their reliefs and textures. Photos: Grupo Ramón García.

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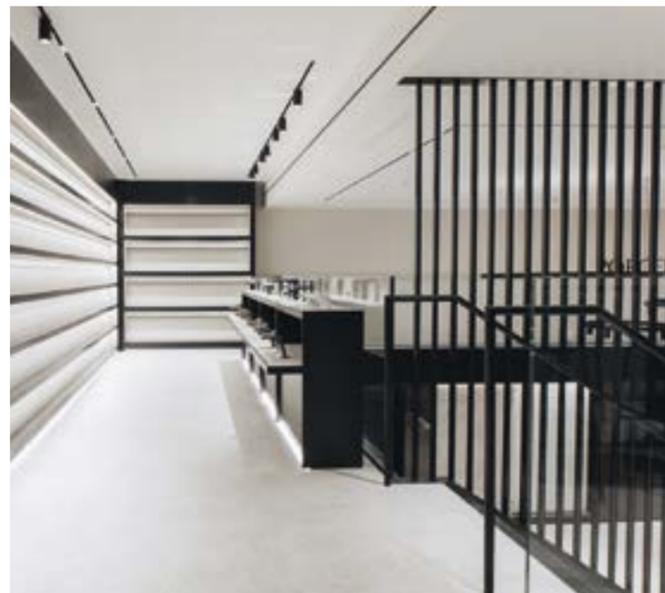
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Alta Lic. Queens, New York
Photography: Imagen Subliminal

LONDON Innovative interior design in Mayfair

The **PORCELANOSA Group** has opened a new flagship store in Hanover Square, Mayfair. It's located in the iconic heart of *British cool*, a few metres from Regent Street and Bond Street... The shop has an innovative interior design and covers 585 m² divided across three floors. The space is used to present the architectural possibilities of the materials from the group's brands, such as the spectacular 5-metre-high sliding door lined with a bookmatch by **XTONE** on the third floor. Digitisation and interaction are included as key elements to improve both the customer's shopping experience and the needs of professional designers.



The new spaces maximise the potential of the store. On the first floor there is an office area for the sales assistants and a room where you can interact with animated projections at a **Krion**® table to learn more about the products. The **Ceramoteca** is on the second floor, with 360 samples of the **Porcelanosa**, **XTONE**, **L'AC** and **Krion**® ranges, and a display of taps by **Noken**. Finally, more of the **Noken** range is on display on the third floor, where there are also work areas and a fully functioning kitchen for events and show-cooking.



MADRID Space to inspire and space to work

To optimise the dialogue with the customer through personalised advice and comprehensive follow-up. This is the aim of the renovated **PORCELANOSA Group** showroom in Madrid (Alcalá, 514), with 4,000 m² of display space. It incorporates the latest technology, with fully equipped meeting and training rooms so that architects and interior designers can be inspired and design their projects together with their clients. It houses seven zones which are differentiated by materials and textures (**Highker**®, **XTONE**, **Krion**®, **L'AC**, **Par-Ker**®, **Noken** and the **Ceramoteca**), and its distribution has taken into account the needs of each type of professional.



The different environments of the redesigned showroom in Madrid, a store that has been carefully designed down to the last detail and where attention has been paid to both its overall aesthetics and the way it offers a differentiated and personal service to each customer. Photos: José Moyano.

talking about... Cocoon Hotel & Resort, Tulum, Mexico



The hotel will offer several communal spaces integrated into nature, such as jungle gardens, outdoor living areas and a panoramic "nest" with uninterrupted views. The project defines a broad vocabulary of visual elements, materials and forms that are consistent with a biomimetic architecture.



Designed by the studio DNA Barcelona Architects, Cocoon Hotel & Resort will be an eco-sustainable complex whose shape mimics the nests of birds. Located in Selva Zamá, in the jungle of Tulum (Mexico), the project represents a new concept in ecotourism inspired by the sea and the exotic forest. It aims to establish an intimate connection with nature, with the community and with oneself.

It achieves this thanks to an original design that emulates gigantic nests, inside which an enveloping space is created that "embraces and protects" the guest. At the centre of each nest is a large pool that simulates a cenote, a freshwater pond considered by the Mayans to be a sacred place, which will act as an element of social cohesion.

The complex, of 46,181 m², will consist of three residential buildings and two hotels with 204 apartments and 167 rooms, in addition to 16 private villas. The communal areas have been conceived by DNA as a great escape valve, the place to disconnect from everyday life.

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