



PORCELANOSA

lifestyle

ISSUE NO. 36 / 5 EUROS

New Values

RESPONSIBILITY The brands of the PORCELANOSA Group are working to create a better world

CREATIVITY Zaha Hadid Architects in the heart of Dubai

SUSTAINABILITY The perfect house in California

COMMITMENT Mexican architects taking on global challenges

PEOPLE The female perspective from Kelly Wearstler, Joanna Laajisto and Sarah Lavoine

VISION OF THE FUTURE Major projects in Valencia, Punta Cana, New York, Madrid, Montpellier and Dublin



FOREST
95% recycled material
Great strength
Great quality

FOREST
Ecologic Ceramic

PRODUCTS FOR SUSTAINABLE DEVELOPMENT

ECO CONSCIOUS

Forest Cognac 14,3 cm x 90 cm / 22 cm x 90 cm
XTONE Bottega Acero 150 cm x 300 cm
Krión KLife. 368 cm x 76 cm x 1,2 cm
Lounge

porcelanosa.com



PORCELANOSA



PORCELANOSA Grupo

Baltimore Beige 59,6 cm x 59,6 cm / Baltimore Beige 33,3 cm x 100 cm / Contour Beige 33,3 cm x 100 cm

porcelanosa.com

PORCELANOSA
lifestyle

CONTENTS / ISSUE NO. 36

- 8 ART NEWS**
- 10 DESIGN NEWS**
- 12 ARCHITECTURE NEWS**
- 14 SPANISH NATIONAL INNOVATION AWARD**

18 INTERIOR DESIGNERS Female creativity. Kelly Wearstler, Joanna Laajisto and Sarah Lavoine demonstrate that talent is also nourished by emotional intelligence.

24 A HOME IN LOS ALTOS HILLS, CALIFORNIA The house of the architect Malika Junaid, designed in a futuristic key respecting the most sophisticated rules of environmental sustainability and using materials from the PORCELANOSA Group.

34 FAÇADES Montpellier, New York and Dublin showcase world-leading technology in three unique façades.

40 27TH INTERNATIONAL EXHIBITION OF GLOBAL ARCHITECTURE & INTERIOR DESIGN This year, global responsibility takes centre stage and the future is redefined around a commitment to new construction materials and maximum technological efficiency.

50 HOTEL ME DUBAI BY MELIÁ The Opus, architecture and art in this project by Zaha Hadid Architects, the new and emblematic Hotel ME by Meliá in vibrant and cosmopolitan Dubai.

58 SUSTAINABILITY REPORT The companies of the PORCELANOSA Group are taking on new challenges based on their skills for innovation and their highly responsible models of production.

66 MEXICAN ARCHITECTS Five studios that define the creative talent of a country by playing with shapes, colours and its rich history to create a unique architectural style.

78 A VILLA IN CARLET The art of living becomes a reality in a private residence that opts for perfect materials and structures in a beautiful setting next to the Mediterranean.

86 A HOME IN MADRID In the heart of Gran Vía, a contemporary luxury space adapted to the needs of movement and comfort.

92 HOTEL LOPESAN COSTA BÁVARO On a beach that invokes an earthly paradise, stands this resort where the "good life" has been created through every last detail.

98 HYDE PARK, AMSTERDAM A new project offering high quality housing, shops, parks and leisure areas.

102 NOVIEMBRE ESTUDIO Susana Sancho and Vicente Porres look for the keys to a future that is strong, healthy and creative.

106 TALKING ABOUT... Museum of the Grand Canal in Hangzhou (China).



40



34



18



24



Kitchen: Emotions® BUFFET FOREST E7.90 Roble Puro / E5.90 Orégano Brillo - Floor Tile: Xtone Calacatta Green Silk 120 cm x 120 cm - Tap: Hotels

PORCELANOSA KITCHENS

PORCELANOSA lifestyle

EDITORIAL

Global Change

Exceptional situations require exceptional actions.

Not knee-jerk reactions, not isolated activities, and certainly not short-term solutions.

The challenges are immense and lead us to a scenario of global change in which responsibility, humanity, the common good, empathy and respect for the environment are no longer philosophical arguments or mere desires. They have now become real and necessary concepts which, when applied to the business world, take on a dimension until now unknown to many. The productive engine of the world must be set in motion with new premises in which time and technology are capital factors.

Companies like the **PORCELANOSA Group** have spent years working on this long-term future which has now become an immediate reality.

Its companies have sustainability, ecological responsibility and respect for environmental health designed into their products and materials. The technological research that the Group has been carrying out for several years has led the Ministry of Science, Innovation and Universities to award the **PORCELANOSA Group** the Spanish National Innovation Award 2019 in the large company category.

The situation will forge alliances along new lines. Architects, interior designers, promoters, builders, communicators and the **PORCELANOSA Group**, united in the commitment to build a healthier world. A necessarily better world.



FRONT COVER The Opus, a project by Zaha Hadid Architects in Dubai, is the new and iconic Hotel ME Dubai by Meliá Hotels.
 Photo: Meliá Hotels.

EDITORIAL BOARD
 Cristina Colonques
 Sandra del Río
 Manel Alagarda

CREATIVE DIRECTION AND GRAPHIC DESIGN
 Vital R. García Tardón

PUBLICATION
 ZETACORP
 Ediciones Reunidas
 Grupo Zeta - Prensa Ibérica

Catalogue no.: B-10622-2020

PORCELANOSA Group
 is not responsible for the opinions expressed in the articles, these being the exclusive responsibility of the respective authors.

The Design Museum wears Prada

Prada's creative approach, its inspirations and its historical collaborations will be the key drivers of the exhibition "Prada. Front and Back", in the London Design Museum. The exhibition focuses on the figure of Miuccia Prada, heir to the Italian brand, entrepreneur and designer, who over the past decades has made Prada what it is today: a

benchmark of style, luxury and art. The exhibition will feature contributions from architects Rem Koolhaas and Herzog & de Meuron, who have collaborated with the brand that has redefined the fashion universe and created some of the world's best known and most used designs. It will open its doors after the summer.



'BACKSTAGE' AT PRADA
For the first time, the exhibition goes behind the scenes of one of the most influential fashion brands in the world.

EDEN BY KUSAMA IN NEW YORK *The colourful work of Japanese artist Yayoi Kusama arrives at the New York Botanical Garden with an exhibition that fills the gardens with mirrors, giant sculptures and other art forms related to nature. Opens in spring 2021.*



PROTAGONISTS



Cecilia Alemani
ARTISTIC DIRECTOR OF
THE HIGH LINE ART PROGRAMME

S elected to head the visual arts department of the 59th Venice Biennale, Cecilia Alemani has the challenge of planning and curating this major contemporary art event. She is the fifth woman to hold the position, and the first from Italy. "As the first Italian woman to hold the position, I understand and appreciate the responsibility and opportunity that has been offered to me, and I intend to give voice to artists to create unique projects that reflect their visions and our society", she said.

Born in Milan in 1977, she has been responsible for the artistic management of the New York High Line since 2011, where she has commissioned large-scale works by artists including Kerry James Marshall, Carol Bove, El Anatsui and Sarah Sze. In addition, throughout this time she has turned the iconic elevated park into a venue for group exhibitions and concerts by artists and choreographers. From 2012 to 2017, Alemani managed the Frieze Projects, spaces for new creators embedded in the Frieze contemporary art fair in New York. She has combined this work with independent collaborations with institutions such as the Tate Modern in London or MoMA PS1 in New York. She also has experience of the Venice Biennale, where in 2017 she took charge of the Italian pavilion with an ambitious exhibition, entitled "Il mondo magico", featuring works by artists Giorgio Andreotta Calò, Adelita Husni-Bey and Roberto Cuoghi. In 2018, she curated the exhibition "Hopscotch", in collaboration with the city of Buenos Aires and Art Basel Cities, where she paid tribute to the cultural ecosystem of the Argentine capital.

THE LARGEST BESPOKE FURNITURE COLLECTION
FOR THE MOST EXCLUSIVE INTERIORS



COLECCION
ALEXANDRA
Finest Spanish Handicraft

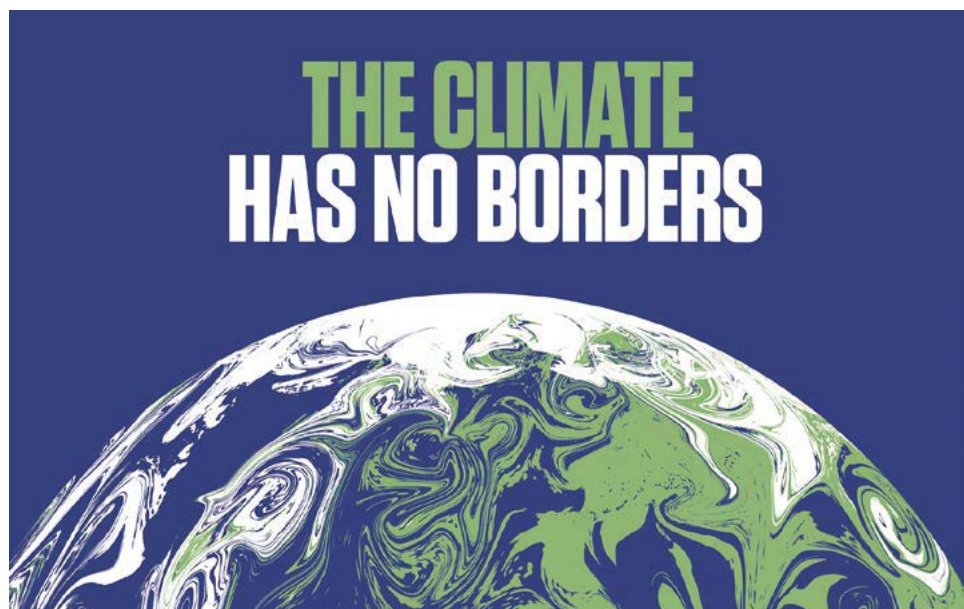
The new Scandinavian classics

The Stockholm Furniture and Lighting Fair has chosen five pieces that have the potential to become future classics of Scandinavian design. We particularly like the Lyra chaise longue designed by Andreas Engesvik and available through Foggia. It's a traditional design in a new format that exudes visual comfort and is contemporary, elegant and multipurpose.

Also noteworthy is the intriguing cabinet by the firm Made by Choice, designed by Matti Klenell. Expressive and very imaginative, it has a wonderful dreamlike character, as it transforms a heavy piece of furniture into something more aerial and sculptural. It is a design made with locally produced materials, with great architectural transparency and with geometric elements that lighten it.



A POSTER AT THE SUMMIT The next climate conference, COP26, to be held in 2021 in Glasgow, presents a new image that puts the spotlight on the current climate emergency. The work of graphic designer Johnson Banks represents a world map in which there are no countries and no oceans. In it, the borders are blurred by a beautiful, but also alarming, marble effect.



PROTAGONISTS



Michael Anastassiades
DESIGNER

Since he founded his design studio in London in 1994, Michael Anastassiades has revolutionised the creative universe, especially that of lighting, with works that are pure craftsmanship. Named designer of the year at Maison&Objet 2020, the Cypriot creator advocates pieces that avoid fashions and trends, since, as he recognises, "nothing in this world is new, not even ideas; everything has been done before." After training as an industrial engineer and studying at the Royal College of Art in London, he created his own lighting brand in 2007. "I decided to focus on lighting because it was much more manageable for me, rather than opening myself up to the whole spectrum of furniture. Lots of architects and friends told me that they liked my ideas. So, I thought it had to be a brand of lighting", he says.

The first few years were hard work, but the main breakthrough came in 2011, when he decided to exhibit at Euroluca, as part of the Salone del Mobile in Milan. "It was quite surprising to be given a stand in such a competitive environment. That changed things because that's where I met Flos, and we embarked on this long journey together." Hand in hand with the Italian lighting firm, after decades of experimentation Anastassiades has developed, with freedom and maturity, pieces that bring character to each space in a poetic balance between art and design.



His designs are eclectic, individual and timeless. Some are in the permanent collections of the Museum of Modern Art in New York, the Victoria & Albert Museum in London and the MAK in Vienna. Minimalist and utilitarian, Anastassiades' work has seduced a large audience and a new generation of creators, with the support of major firms in the sector.



Endless possibilities

HIGH PERFORMANCE WORK SURFACES
WITH THE UTMOST ELEGANCE

PORCELANOSA Grupo

BOOKMATCH: MACAUBA BLUE POLISHED 150 CM X 300 CM
FLOOR: BOTTEGA ACERO NATURE 150 CM X 150 CM
xtone-surface.com

XTONE

The New Munch Museum opens in Oslo

The pictorial works of Edvard Munch, one of the most important artists in the world, are about to launch their new headquarters in Oslo. The building, designed by Spanish architect Juan Herreros, rises imposingly next to the iconic Oslo Opera House in the Bjorvika district. After twelve years of development, the museum is scheduled to open its doors this autumn.

The Munch Museum will have eleven exhibition rooms spread over seven of the building's

thirteen floors. These large exhibition areas will provide the opportunity to experience the art and explore many of the 28,000 works by Munch that make up the museum's collection. During the project, Estudio Herreros has worked with great respect for sustainability, not only during construction but also thinking of the subsequent operation once the museum is opened to the city.



Photos: Dierckx Stenersen.



OPEN TO THE SEA
The building, constructed with maximum efficiency, looks out over the Akerselva river from its height of 55 metres.

A SPIRAL MUSEUM IMMERSSED IN THE LANDSCAPE *The watch company Audemars Piguet is expanding its headquarters in Le Brassus (Switzerland) with this spectacular design by the Bjarke Ingels Group, which aims to pay tribute to the brand's craft heritage. A glass structure consisting of two inclined spirals that wind up like a quartz watch gives shape to the Swiss company's new museum. The project includes exhibition spaces, workshops and the archives of Audemars Piguet.*



PROTAGONISTS



**Yvonne Farrell
Shelley McNamara**
FEMALE ARCHITECTS

Irish architects Yvonne Farrell and Shelley McNamara, founders of Grafton Architects, are our featured architects having been awarded the 2020 Pritzker Prize, considered the Nobel Prize of architecture. Still unknown to many, Farrell and McNamara are notable for creating spaces that are both respectful and new, honouring history and demonstrating great mastery of the urban environment and the building trade.

Since founding Grafton Architects in 1978 in Dublin, they have completed nearly 40 projects in Ireland, the United Kingdom, France, Italy and Peru. All achieve a perfect balance between strength and delicacy and exhibit a deep respect for the specific contexts of each place. Experts in the planning of academic, civic and cultural institutions, they have contributed modern and impressive works that never repeat or imitate each other but which have their own architectural voice.

Explicitly, the jury's award of the Pritzker Prize mentions "the integrity of their approach to their buildings, as well as the way they carry out their practice, their belief in collaboration, their generosity towards their colleagues—especially manifested in events such as the 2018 Venice Biennale—, their unceasing commitment to excellence in architecture, their responsible attitude towards the environment and their ability to be cosmopolitan, while embracing the uniqueness of each place in which they work", among other reasons for the award.

Their native Ireland, an island full of mountains and cliffs, is largely responsible for the sensitivity to territory, climate change and nature implicit in all their projects. This is the case of Luigi Bocconi University in Milan (2008), the offices of the Department of Finance in Dublin (2009), the campus of the University of Engineering and Technology (UTE) in Lima (2015) and the School of Economics at the University of Toulouse-1-Capitole (2019).



BY APPOINTMENT TO
H.M. THE PRINCE OF WALES
MANUFACTURER AND SUPPLIER OF
OF CERAMIC TILES AND BATHING PRODUCTS
PORCELANOSA GROUP LIMITED
PORCELANOSA Grupo

MONOBATH, the industrialised bathroom completed, delivered and ready to plug on site
With PORCELANOSA quality and finishes



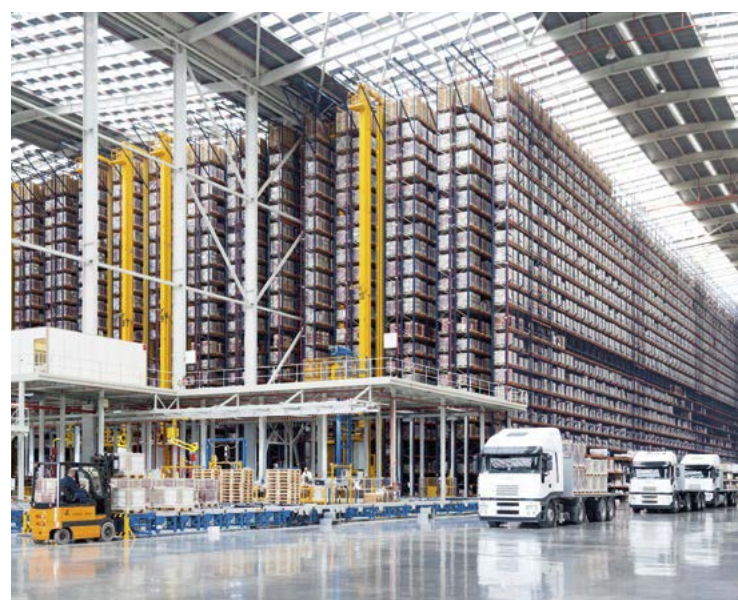
Businesses are the driving force of our country

WE ARE THE SUPPORT TO HELP YOU GROW.

Because at Santander we offer you all the solutions you need and all the experience of our specialised managers to drive your growth and that of everyone else.

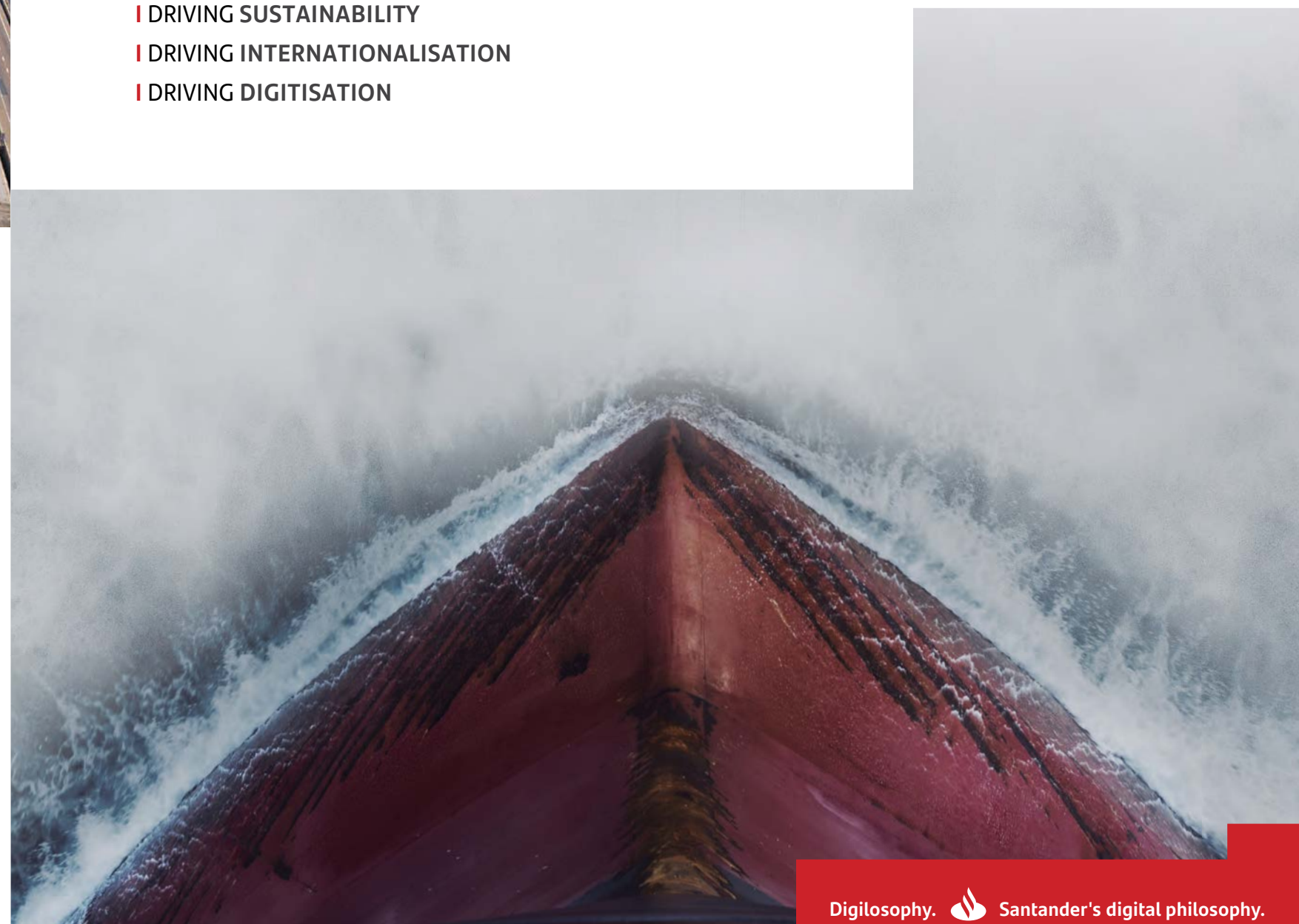
- | DRIVING GROWTH
- | DRIVING SUSTAINABILITY
- | DRIVING INTERNATIONALISATION
- | DRIVING DIGITISATION

The Spanish National Innovation Award, a stimulus for the PORCELANOSA Group



When, at the end of 2019, the Spanish Ministry of Science, Innovation and Universities decided to award the Spanish National Innovation Award to the **PORCELANOSA Group** in the large company category, this represented both an honour and a responsibility for the Group. On the one hand, it meant recognition of their "commitment to innovation in technology, sustainability and the environment, as well as their attention to innovative growth." On the other hand, it was an undeniable stimulus to continue along a path marked by the continuous search for excellence.

This DNA has allowed the **PORCELANOSA Group**, which will be 47 years old in 2020, to evolve from its origins as a manufacturer of tiles. Today, the Group's companies offer a wide range of products, from kitchen and bathroom equipment to technological materials and advanced construction solutions. An evolution that means the Group now has more than 1,000 stores in 150 countries and is the global leader of the sector.



INNOVATION AWARD

All from its headquarters in Vila-real (Castellón), from where it radiates its commitment to the highest level of technology in continuous evolution. Currently under construction is what will be the largest efficient ceramic production plant in the world, with automated systems and vertical dryers. And a plant for large format parts is in the planning stages; this will incorporate the latest technological advances. These two initiatives will join the giant automated warehouse, 35 metres high, the new-generation furnace and the development of solutions that apply virtual reality and 3D to the design of products and spaces.

Always committed to its social environment, adopting measures that reduce the impact of production on the environment. This is a fundamental priority for the **PORCELANOSA Group** and the close to 5,000 people who make up its great human team, for whom, without a doubt, "innovation is synonymous with progress."



From Castellón to the world. The ongoing commitment to quality, hand in hand with significant investments in technology and research, makes the **PORCELANOSA Group** one of today's leading companies and a benchmark in the domestic and international market, with activity in 150 countries.

TONO

Foster + Partners



noken

Tono Basin 120 cm / Tono Basin mixer / Tono Mirror / Tono Shower column / Tono Bathtub 190 cm x 90 cm / Tono Bathtub mixer Bottega Caliza 120 cm x 120 cm Floor tile / Retro Studio White 31,6 cm x 90 cm Wall tile



INTERIOR DESIGNERS

Unique visions

Kelly Wearstler, Joanna Laajisto and Sarah Lavoine are three prominent names on the international interior design scene. They represent three different creative dimensions, of the utmost topicality and aesthetic trend, which challenge the limits of contemporary interior design. We explore their languages and most recent works.

Text: GEMMA FIGUERAS



On the left, custom enamelled bronze cabinet decorating a triplex in SoHo, New York. On the previous page, the living room of her family home in Los Angeles, presided over by a black marble fireplace; in front of it, a pair of angular chairs by Dutch designer Rob Eckhardt. Below these lines, two corners with art pieces with vintage flair; the first in a bungalow in California and the second in her own home.



Kelly Wearstler

Sensual, luxurious and maximalist, these are the interiors that bear the signature of Kelly Wearstler, a multifaceted Californian decorator based in Los Angeles. She is quite the celebrity (she's decorated the mansions of Ben Stiller, Cameron Diaz and Gwen Stefani, among others), with

almost a million online followers. Among her most notable projects are the Avalon Hotel Beverly Hills — enthusiastically acclaimed by *The New York Times*— and the Viceroy stores. Since 2015, she has been creative director of the Proper Hotels chain, founded by her husband, real estate developer Brad Korzen.

Heiress to the glamour of old Hollywood, Kelly Wearstler shows great command of space and moves with absolute ease in the most provocative concepts and expressive narratives. Through the exploration of materials and colour, she creates stimulating and multi-layered atmospheres:

she juxtaposes contemporary and vintage forms, mixing the architectural and the organic, the graphic and the instinctive, always multiplying the number of experiences of each space. "I think there should be no rigidity in design, what inspires me is constant evolution", she says.



Photos: Mikko Ryyhänen.

Joanna Laajisto

Functionality, quality and aesthetics are the fundamental principles of the work of this Finnish interior designer. Trained on the West Coast of the United States (she was a professional snowboarder in the US), she returned to Helsinki in 2008 to found her own studio, from which she has designed office spaces, restaurants, cafes, bars, shops..., mostly in her own country. She is one of the most interesting and influential Nordic designers. Her studio's philosophy is to create beautiful and durable works with sustainable values, as she is also an expert in environmental design and energy efficiency.

When starting work on the Story Coffee Bar project in Helsinki's old market, located in a building dating from 1889, she said "I often feel that interior design only looks at



the surface. I want to do something different, I really want to capture and enhance the natural atmosphere of a space." Perhaps because of this feeling, her style, which can be described as Nordic minimalism mixed with international influences, leads her to create spaces that are both contemporary and timeless. Always looking for functionality, which is another important factor for her, and permanence, so that people feel "welcome" in them.

All this defines a high quality aesthetic that, thanks to her extraordinary attention to detail and her extensive research on materials, confirms her great artistic intuition to give emotional resonance to any space.



Clockwise from top left: Nanso clothes shop in Helsinki (2020); the sober elegance of the restaurant of Solo Sokos Hotel Paviljonki in Jyväskylä (2019); offices of the advertising agency Bob the Robot in Helsinki (2018), and the warm living room of the holiday "cabin" Villa Rauhaniemi in Karjalohja (2019).

Sarah Lavoine

Sarah Poniatowski Lavoine learned to appreciate beauty at an early age: "My father ran the magazine *Vogue* for a long time and my mother and grandmother are the most elegant of women, who passed a taste for beautiful things on to me". This is how this Parisian interior designer, heir to the ancient Polish aristocracy and a point of reference in the cultural life of France, presents herself to the world.

She studied philosophy, theatre and communication in New York, but quickly decided on her true vocation: interior design. Backed by her best friend, designer François Schmidt, she founded her own studio in 2002. Today, her company, Maison Sarah Lavoine, with stores in France and New York, encompasses her many interests: furniture, decoration, design, fashion, lighting...

For Sarah Lavoine, it is important that the interiors she designs convey the feeling of "being cocooned", and so she creates environments that reveal her own comfortable universe.

Through the design of the spaces, the treatment of light, the selection of materials and a totally unique expression of colour, she displays a vibrant, accessible, elegant style. White, black and blue are her trademark colours, so much so that she has even registered a blue of her own, called Bleu Sarah, a petrol blue shade present in many of her projects.


The taste for discretion, elegance and Parisian refinement, together with limitless curiosity and attention to detail, are other features of her contemporary French chic, embodied in projects such as the Victoria 1836 restaurant in the shadow of the Arc de Triomphe (2014). 

Photo: Robin Galéguet.



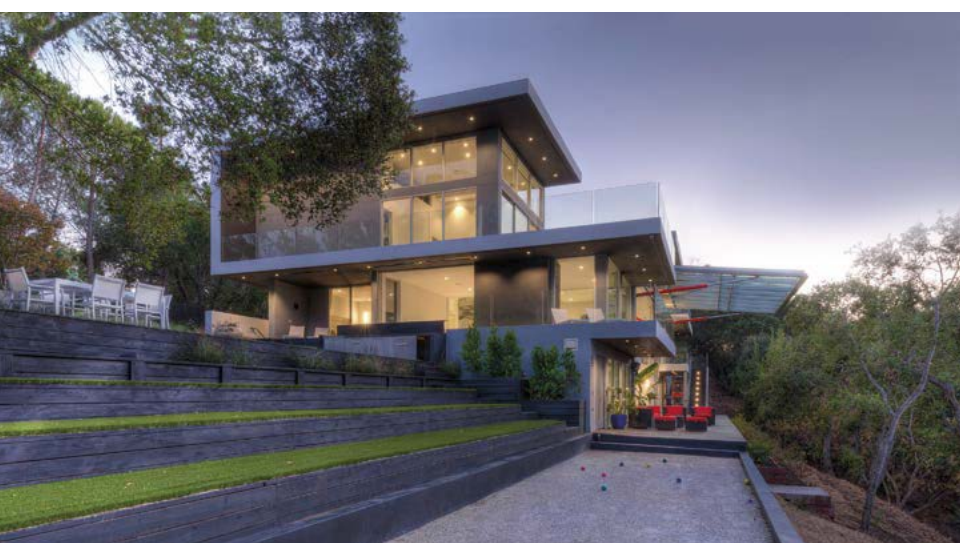
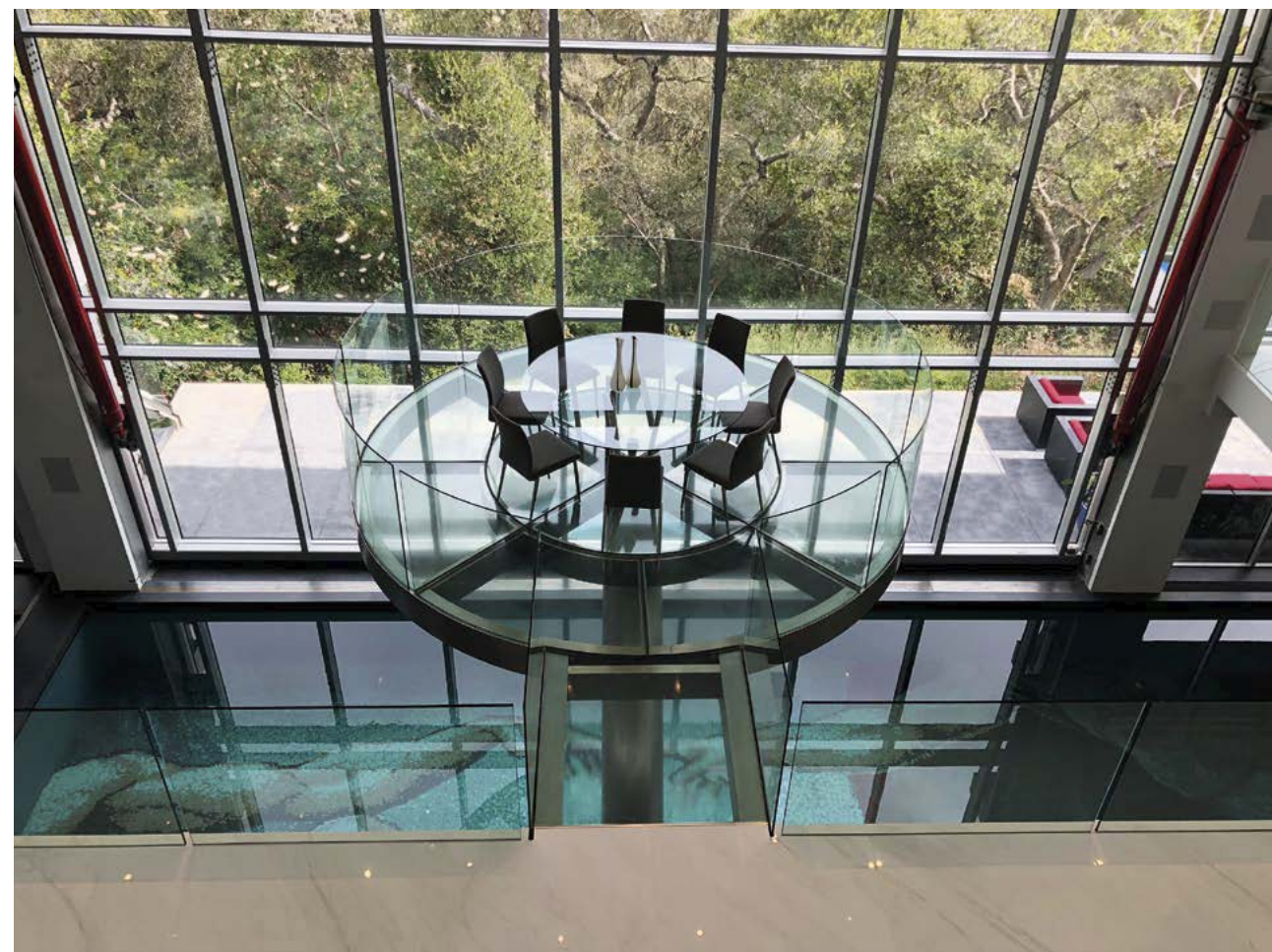
Photo: Francis Amand.



Above these lines, two rooms of a private home in the French city of Lille, with an elegant mix of materials such as marble, walnut, oak and brass, which live together in harmony.

Below, on the left, the dining room of the Roch Hotel & Spa in Paris, a warm atmosphere of intense blues mixed with graphic impressions.

On the right, the corporate headquarters of the L'Oréal group, on the banks of the Seine, a huge project of 45,000 m² with 8 floors and 2,500 employees.



External view, suspended dining room and one of the living rooms of the architect Malika Junaid's family home, created using materials from the **PORCELANOSA Group**. The floor of the living room which overlooks the pool and all the exterior floors are in **Concrete Black Nature** from **Urbatek**. The whole house, made of steel and glass, is open to nature. Inside, the materials used focus on maximum sustainable luxury.

Galactic

Architect Malika Junaid has created a masterpiece of technology, home automation, sustainability and design in Los Altos Hills, a privileged area of Silicon Valley. Based on an idea shared with her husband, technology engineer Junaid Qurashi, she has managed to take a leap into the future without losing sight of nature, which surrounds and protects this magnificent futuristic-looking house.



In these images, on the kitchen and living room floors, Studio Junaid has used state-of-the-art high technology materials from the **PORCELANOSA Group**. Kitchen and living room floors, **Lush White Polished** from **Urbatek**.



For Malika Junaid, designing her own house has allowed her to combine two concepts: to fulfil a personal and family dream, and to research the best way to approach a project of such magnitude as a trial-run, to later take on other challenges for her clients in this privileged area of California, in the heart of Silicon Valley. She puts it this way: "If you are planning a job of this magnitude, a long-term job, you must ensure a great relationship with your client, because in this type of project it is fundamental to understand the lifestyles of those who are requesting your services. Only then can you create and design what will really work for them. A healthy relationship between architect and client is based on mutual trust, as there will always be moments of stress during the work." Trust and a detailed knowledge of the geography and the terrain. That is why Malika Junaid and her studio have specialised in the construction and design of large houses in this area. The proximity allows them to share architectural, technical and sustainable values with their clients. In this



The futuristic aspect—given by the glass and steel, the circular dining room suspended almost 4 metres in the air and all the home automation ensuring comfort—make this house a unique example of the union between technology and sustainability.



All the floors in the living rooms, the kitchen and the living room overlooking the pool and basement, as well as the exterior floors, are finished in **Concrete Black Nature** from **Urbatek**, which thanks to its concrete effect gives the spaces a contemporary look and is durable and attractive, making it the material of choice for the world's best architects.



house, she and her husband were always clear that they wanted to transform an isolated plot of land in Los Altos Hills into the house of their dreams. Their goal: the fusion of cutting-edge technology with very pure designs and, most importantly, a balanced and shared life experience. Malika and her team have achieved this by using all their experience in ultra-intelligent home automation, innovative sustainability and open-plan design. Emphasis was placed on sustainable finishes, such as a retractable kitchen with hidden appliances that open at the touch of a button. An airfield hangar door was adapted to convert a swimming pool into an outdoor leisure space. The structure of the house is a technological marvel made entirely of steel and glass with a circular dining room that rises above the indoor pool. "Suspended almost 4 metres in the air, it looks ready to take off", says Junaid, who has also decided to apply technology to open all the blinds in the house from bed, to set the temperature of the showers before setting foot in the bathroom, and to have a transparent lift to move between

The rooms are open to the outside.
 Selected for the bedrooms is a laminate
 floor specially produced by **L'AC**.
 Rear view of the house, surrounded by
 woods and with great privacy of access.



floors. There is also a cinema with 18 seats decorated with images from *Star Trek* and *Star Wars*, of which her husband is an unwavering fan. It is a home full of technological wonders, such as the temperature of the swimming pool, which is controlled by smart phone (Apple Watch, Siri, Alexa), and control panels throughout the house. But the surroundings also have their place, and so the house opens onto wooded slopes with the wonderful San Francisco Bay in the distance. Animals and birds roam freely around the property; next to the pool there is a bowling alley and a climbing wall with a zip line. Ecology is a priority for the family, which is why they take great care of their six chickens, which live in an enclosure next to the kitchen. "We all depend on technology and what it can do to make our daily lives easier. But nature is the real reason my family and I moved here, and this is where we built this house." ✍️



Malika Z. Junaid, an architect who trained at Louisiana State University, is the founder and owner of Studio Junaid, which leads projects in this area of California, closely linked to Silicon Valley. Her CV includes awards such as the META (Remodelling Award) from the prestigious NARI association and the award for the highest building quality in the City of Menlo Park in California. Her clients include senior executives from Apple, Facebook, Google and WhatsApp, among others. In 2009, Malika founded the Green Learning Institute in California, to help communities seeking to implement environmental sustainability practices in their buildings. In 2010, she co-founded the Pakistan Green Building Council, a non-profit organisation that seeks to build sustainable buildings in Pakistan; she is also a member of the Organization of Pakistani Entrepreneurs of North America. She also devotes her time and personal resources to humanitarian causes, primarily focused on educating girls in developing countries.

FAÇADES

First impressions

The brands which are part of the **PORCELANOSA Group** make their innovative technical materials available to support the creativity and talent of architectural studios around the world. We have selected three brilliant examples.

Text: GEMMA FIGUERAS

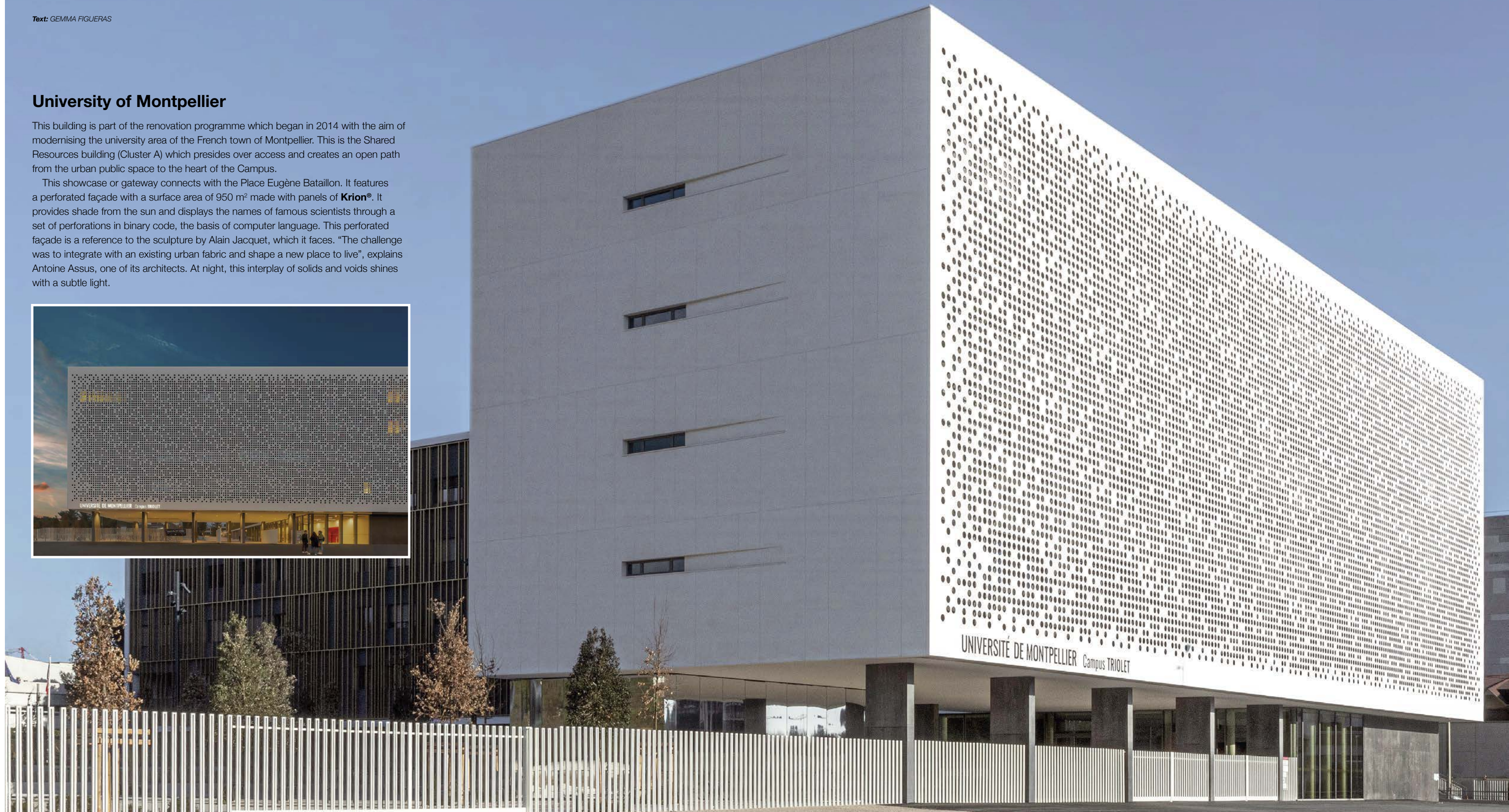
University of Montpellier

This building is part of the renovation programme which began in 2014 with the aim of modernising the university area of the French town of Montpellier. This is the Shared Resources building (Cluster A) which presides over access and creates an open path from the urban public space to the heart of the Campus.

This showcase or gateway connects with the Place Eugène Bataillon. It features a perforated façade with a surface area of 950 m² made with panels of **Krion®**. It provides shade from the sun and displays the names of famous scientists through a set of perforations in binary code, the basis of computer language. This perforated façade is a reference to the sculpture by Alain Jacquet, which it faces. "The challenge was to integrate with an existing urban fabric and shape a new place to live", explains Antoine Assus, one of its architects. At night, this interplay of solids and voids shines with a subtle light.

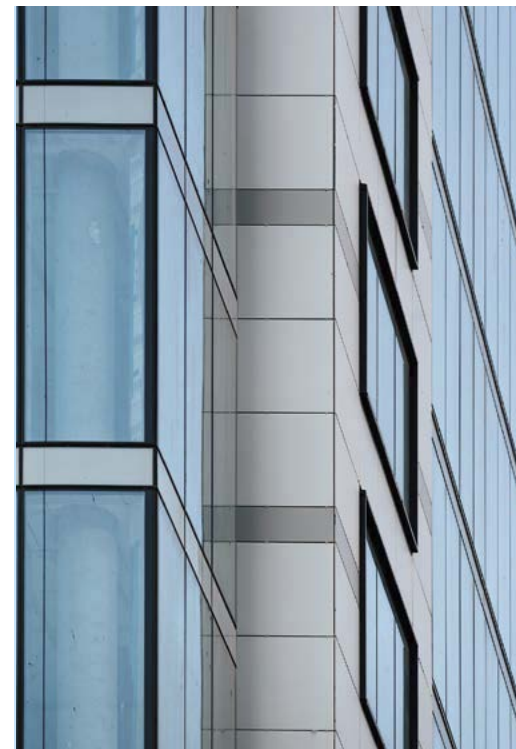


Large ventilated façade
made with **Krion® Lux**
1100 prefabricated panels
and perforated in the style
of a binary code.
Photos: Zuena Photo.

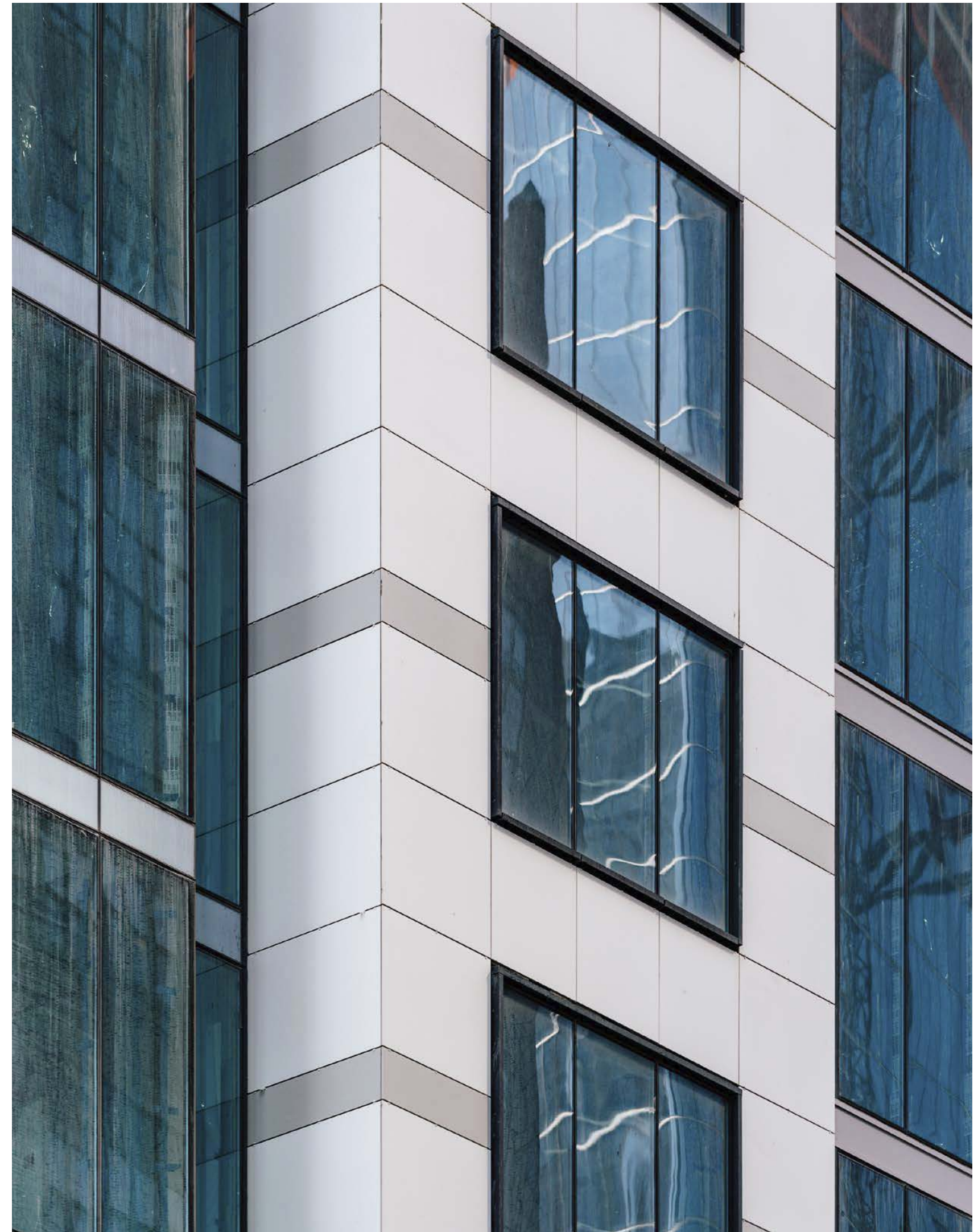


Courtyard by Marriott New York

This spectacular hotel in New York boasts almost 19,000 m² of Town White and Town Niquel porcelain panels, both from **Urbatek**. The Town White panels are used as a backdrop, while the smaller Niquel panels accentuate the expressiveness of the new façade of this 28-story building, located in Midtown Manhattan (34th Street) and designed by the architectural firm DMS Design. The strips of Niquel help to integrate the façade with those of the adjacent buildings, in a dialogue of light and shadow.



The frame of this new skyscraper next to the Empire State Building has been finished with **Town White** and **Town Niquel** panels from **Urbatek**. They are large format pieces created especially for large buildings which require solutions with extremely high technical specifications. Photos: Imagen Subliminal.



Waterways House, Dublin

A unique design, and the award of the prize for *Commercial Project of the year – small*, means Waterways House has become one of the attractions of the Dublin Docklands. This is a new seven-storey contemporary office building, the first of its kind in Ireland, designed by Smith + Kennedy Architects (Kennedy@smithkennedy.ie).

The building is on the quayside of the Grand Canal and offers fantastic views over the water. It is the first commercial building in the country to have a ventilated façade using **Krion® Solid Surface**. This revolutionary and innovative next-generation solid surface material was installed by **Butech**, whose professional team worked in collaboration with the architects to assess the structure, modulate the façade and design the anchoring systems.

Krion® is ideal for this type of project because it is resistant and durable, easy to maintain and repair, and very stable under different weather conditions or when exposed to UV radiation. These are features that ensure that **Krion®** remains the same as it was on the first day.



The building occupies a long, narrow plot (54.5 m long x 9 m wide). Conceptually, it is a narrow white box covered with **Krion® Solid Surface** with three glass planes that "hang" over the water and are inclined on three different axes (horizontal, vertical and diagonal), which encourages a play of reflections (sky, water...). This solid white block is perforated by windows with coloured frames, a connection to the neighbouring Grand Canal basin.

Photos: Daragh Muldowney & Roger O'Sullivan.



Porcelanosa
 Gamadecor
 Krion®
 L'AC
 Noken
 Butech
 Urbatek



GLOBAL awareness

Sustainability and sensory design were the main themes of the 27th International Exhibition of Global Architecture & Interior Design held by the **PORCELANOSA Group** from 27 to 31 January at its headquarters in Vila-real. The companies that make up the Group presented the latest trends in the sector and laid the foundations for the solutions that will influence the architecture and design projects of tomorrow. Innovation and creativity came together in a spectacular exhibition space of 14,000 m².



New colours, natural materials and large format pieces characterised the latest developments from **Porcelanosa** and **L'AC**. **Gamadecor** and **Noken** delighted us with original and versatile designs for the bathroom and kitchen. **Urbatek**, leader in technical porcelain stoneware, presented revolutionary high-tech solutions, while **Krion®** and **Butech**, in turn, displayed their advances in materials that promote bioclimatic architecture and energy efficiency.



During this 27th staging of the exhibition, visitors were able to discover the latest in design, innovation and sustainable solutions—for the residential, hotel and contract sectors—presented by the companies of the **PORCELANOSA Group**. An unmissable event for national and international professionals and visitors, who were able to discover new uses, production techniques, materials and high-quality finishes in the different customised spaces, where cutting-edge technology, creativity and sustainability came together.

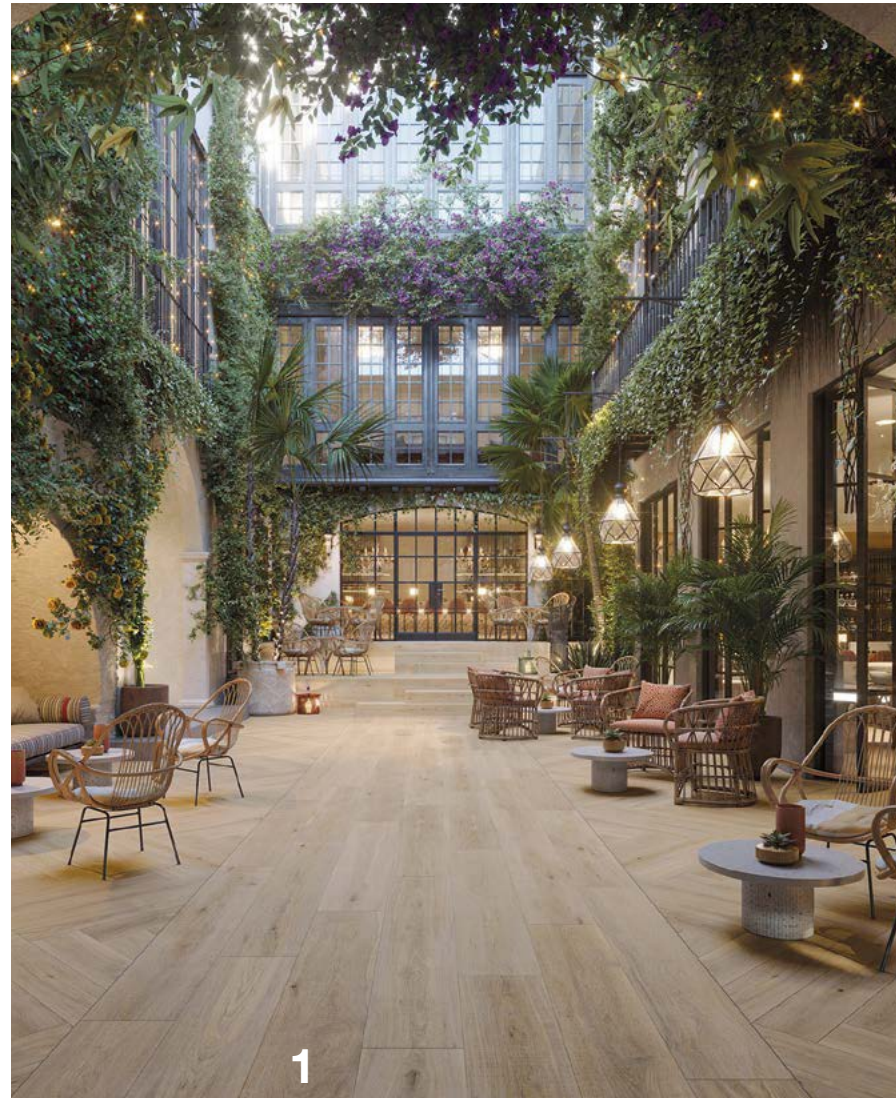


Porcelanosa

DEVON / FONTANA / VERBIER / ECO CONSCIOUS

The **Devon** collection has been incorporated into **Par-Ker**, the advanced ceramic parquet from **Porcelanosa** linked to the sustainable programme **Eco Conscious**. Its shades Arce, Roble, Riviera and Bone recreate the aged shine of centuries-old wood thanks to its whitewash effect. Its size (from 29.4 cm / 19.3 cm x 180 cm to 29.4 cm / 19.3 cm x 120 cm) gives great spaciousness to the rooms, and its continuous design allows a perfect connection between indoor and outdoor rooms.

The representation of nature can also be seen in the ceramic collections **Fontana** and **Berna**, whose textures and tones take their inspiration from stones. **Fontana** accurately recreates the veins and shine of the precious Carrara marble, while the **Berna** collection is inspired by the limestone effect in the colours Acero, Grey, Topo and Caliza.

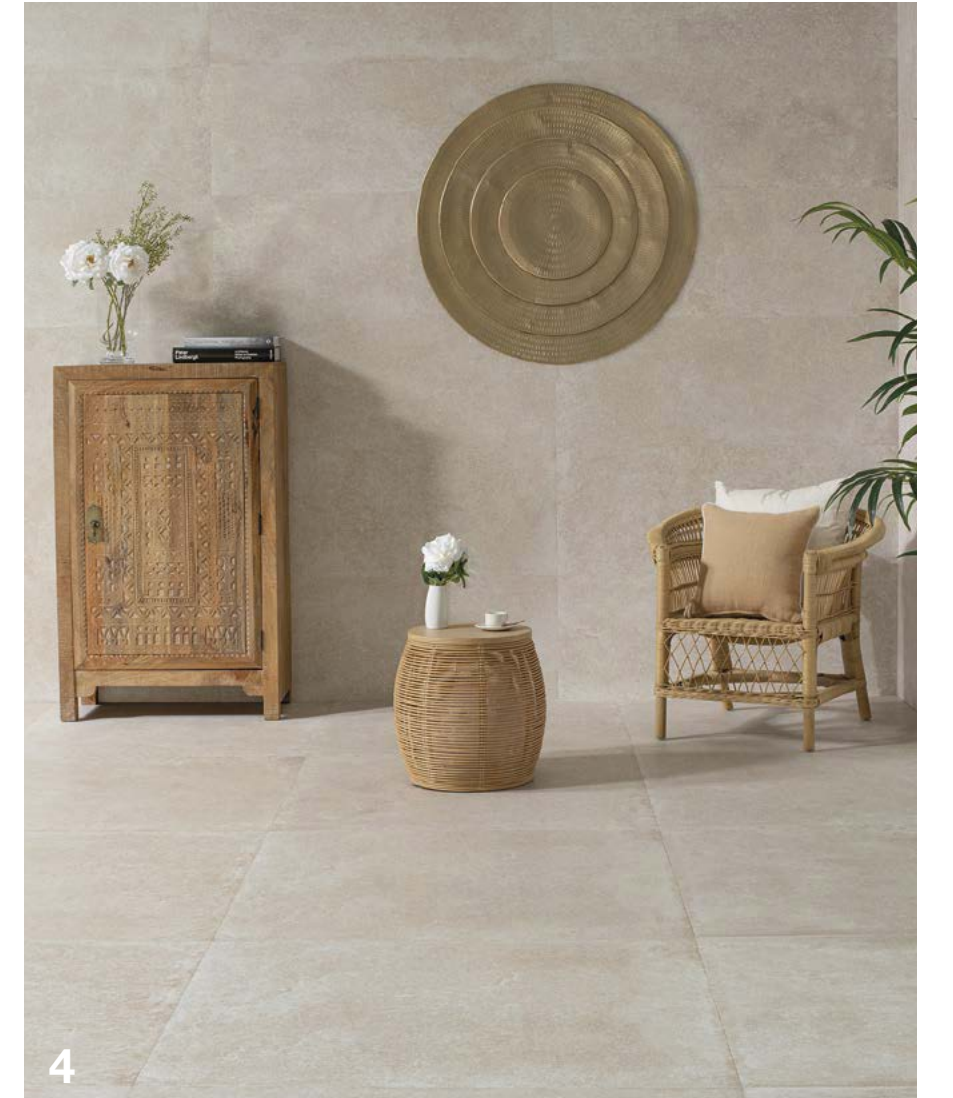


1

The **Verbiere** collection from **Porcelanosa** recreates the effects of the passage of time on stone—erosion, fossil remains, natural ageing—to provide absolute realism for both floors and walls.

It is notable for its matt finish, its texture and the naturalness of its graphics, which make it an elegant, exclusive and versatile material, suitable for all types of projects. Available in three shades (Silver, Dark and Sand), it allows for customization with 18 different graphics.

In the case of wall tiles, **Verbiere** is enhanced by two designs: **Thao** and **Samui** (45 cm x 120 cm). The first of these reproduces trapezes and pyramids on each of its inclined levels, while **Samui** opts for wave effects, which widen in front of our eyes as we get closer.



4



2



3



5

4. Flooring **Verbiere Sand**, a new stone-inspired collection that brings warmth and elegance to spaces thanks to its natural finish.
5. The shade **Dark** is a great ally for interior rooms. It allows visual continuity to be created in the whole house or in contract spaces.

1. Interior patio using flooring from the **Devon** collection. This very high quality ceramic parquet recreates the colours and grain of natural wood and enhances the warmth of the spaces where it is used.
2. The terrace combines the large format flooring **Berna Caliza** and **Forest Cognac**, which has 95% of its composition recycled from other industrial processes.
3. Reading room designed using the **Fontana** collection. Inspired by Carrara marble, its white enhances the brightness and elegance of every space.

Gamadecor

SIDE / FASE

Again this year, **Gamadecor** has taken a step forward in versatility and functionality when it comes to the dressing of rooms. The **Side** bathroom fittings are perfectly symmetrical and opt for excellence and simplicity with a new handle design, which can now be found on the side. **Side** can be customised in any size, to achieve totally different designs that suit each type of bathroom, making this piece of furniture the focal point of the room. It also has a wide range of finishes, from lacquers and woods to laminates.



1. Bathroom cabinet **Side Roble Alba**.
2. Kitchen space **emotions®** WABI E9.30 Xtone Collections / E7.90 **Roble Alba**. Flooring: **Karachi Grey** 120 cm x 120 cm

Krion

FITWALL / KRION SHELL®

Its wide range of solutions and advantages make this brand a benchmark of versatility. Among its new creations is **Fitwall™**, a real revolution in the field of mineral-based decorative panels. Extremely hard and resistant, its key feature is that it can recreate the volumes and textures of wood, textiles, concrete and fired clay. Another of the company's innovations is **Krion Shell®**, an Engineered, mineral Composite made with **Krion®** and comprising a structural body composed of minerals, eco-resin and an outer layer. Produced from recycled PET plastic waste, the content of reused material makes up 5% of its total composition. Sustainability and quality without sacrificing design.



1 and 2. **Fitwall™**, the new mineral-based decorative panels from **Krion®**, offer strength and resistance to fire, water and UV, and most models can be installed either indoors or outdoors. They are remarkable for their highly realistic designs, their lightness and the ease and speed of installation, as there is no need to resort to construction work.
3. **Krion Shell®** offers practical, durable and lightweight solutions for washbasins and shower trays, contributing to environmental protection and sustainability.

L'AC

ALTISSIMA STONE

Natural stone is synonymous with experience, with life. Therefore, the elegant and exclusive collection **Altissima Stone** offers unique and exclusive stone pieces, designed by nature. The new design from **L'AC** adds another dimension to natural stone and makes it a valuable architectural jewel. They are unique stone blocks that adapt to any project and space, with a wide range of cutting and design options. The collection consists of 68 pieces that elevate interior design to a higher level, since all the pieces are worked in great detail and are stones of the highest quality.



1

Noken

LIEM / FINISH STUDIO

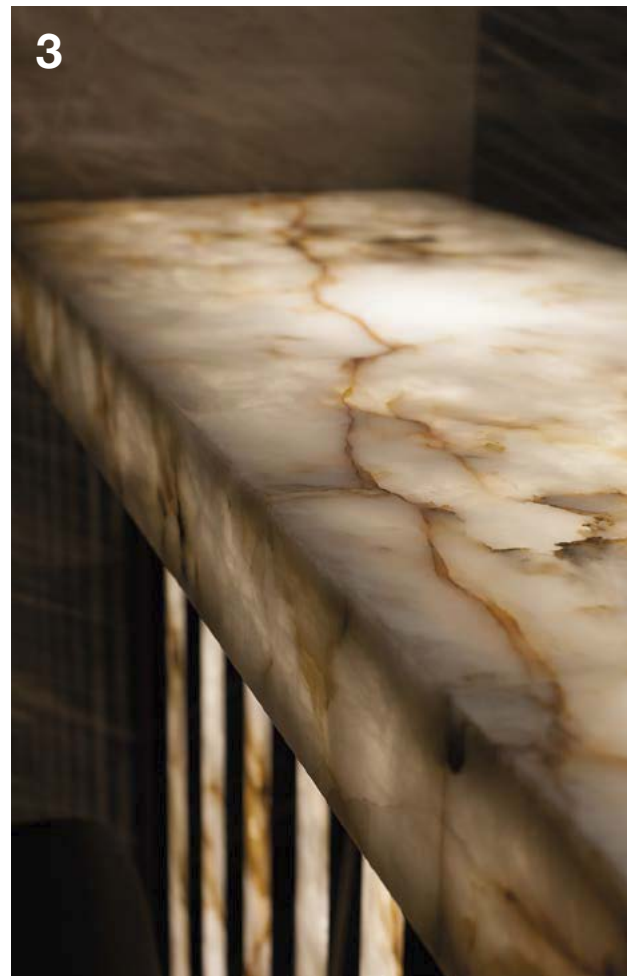
Noken presents the collection **Liem**, which reinvents vintage style using soft and polished forms in a harmonious, luminous and natural approach. Added to the range are new timeless pieces that pay tribute to the elegance of mid-century design, such as the new bath designed according to the functional principles of ergonomics. Together with **Liem**, the bathroom company announces a new service that allows the creation of unique customised sanitary pieces: **Finish Studio**. Exclusive work that pays attention to every detail and can be applied to bathtubs, washbasins and shower trays.



1



2



3

1. Marble, onyx, granite, quartzite or limestone: all the pieces from **Altissima Stone** can be cut cleanly to the required size for use on walls or floors.
2. Each piece of the new collection is treated in a manner appropriate to its exclusive nature.
3. A wide variety of shades, veins and patterns give shape to the collection, created from carefully selected stones.



2

1. The elements of the **Liem** collection are timeless pieces that pay tribute to the elegance of mid-century design.
2. The perfect combination of innovation, the careful selection of materials and a production process in which care is taken with every detail results in **Finish Studio**. Natural colours, pleasing to the touch and unique performance.

Butech

R-ECO / FAÇADE SYSTEMS

In response to the Sustainable Development Goals set by the United Nations, **Butech** has created a new additive for ceramic adhesives that reduces pollution from plastics and improves the natural environment. **R-Eco** is a sustainable adhesive, composed of recycled micronised plastic, which can be applied to ceramic floor and wall tiles.

In addition, the firm has extended the range of construction solutions in **Krion**® ventilated façades and industrialised construction systems, presenting **UNIT/SYSTEMS**, the new offering from the **PORCELANOSA Group** for bathrooms, kitchens and building envelopes, manufactured at our facilities, and ready to be assembled on site.



1

Urbatek

MACAUBA BLUE

The compact sintered mineral from **Urbatek** perfects and extends its range of aesthetic possibilities with new shades. Thanks to a geometric and abstract design, classic materials such as marble are reimagined with three new **XTONE** collections: **Macauba Blue**, **Calacatta Green** and **Alpi Verde**. The first one combines sky blue and cobalt in all its pieces. In **Calacatta Green**, the gleam of Carrara marble shines out and its green veins transform it into an avant-garde work of art. And finally, **Alpi Verde** opts for an organic design capable of converting any space into a new and ground-breaking decorative concept.



1



2

1. **R-Eco** joins the **Eco Conscious** commitment made by the **PORCELANOSA Group** by reusing plastics from other manufacturing processes. With each packet used, 250g of plastic can be recovered, which is equivalent to 50 supermarket bags.

2. The Open Sky shopping centre in Madrid, a new concept in shopping centres from the French group Compagnie de Phalsbourg, for which a spectacular façade is being installed in **Krion**® **K-Life 1100**.



2

1. The **Macauba Blue** collection from **XTONE** redefines spaces by bringing an artistic touch to them. In addition, the design of its pieces unifies the horizontal and vertical perspective, and allows for the creation of a *bookmatch* of two or four pieces.

2. Popular for its characteristic veining, **Calacatta Green** enhances the brightness of spaces in each of its formats: 150 cm x 300 cm, 120 cm x 250 cm and 120 cm x 120 cm, which can be adapted to any type of surface and combined in integrated environments.

The Opus by Omniyat is the evocative name of the building designed and realised by Zaha Hadid Architects (ZHA). The vision, structure and integration of the spaces make it an iconic project in the heart of Dubai.



HOTEL ME DUBAI BY MELIÁ

The perfect symbiosis between architecture and sculpture

Meliá's new diamond has just opened its doors in the same area as the Burj Khalifa, in Dubai's centre of design and fashion. Designed by Zaha Hadid, The Opus by Omniyat displays a prodigious structure in an environment that highlights the message left to us by an extraordinary architect. **PORCELANOSA Group** has been chosen to collaborate with its **VITAE** collection.





This wonder converted into a five-star hotel has everything: architecture, design, form, beauty, technology, comfort and—of course—a lot of luxury. The impressive public spaces, the façade and the private spaces proclaim Zaha Hadid's genius and that of the heirs to her message. We spoke with Patrik Schumacher and Christos Passas about this project carried out in vibrant Dubai for the Meliá Hotels group.

In this project initiated by Zaha Hadid, has the original idea been fully respected?

Patrik: Yes, absolutely. The design has been translated very faithfully. We followed her every step during the construction process.

How did ZHA adapt to the vacuum left by Zaha Hadid and has ZHA's vision for new architectural challenges changed since then?

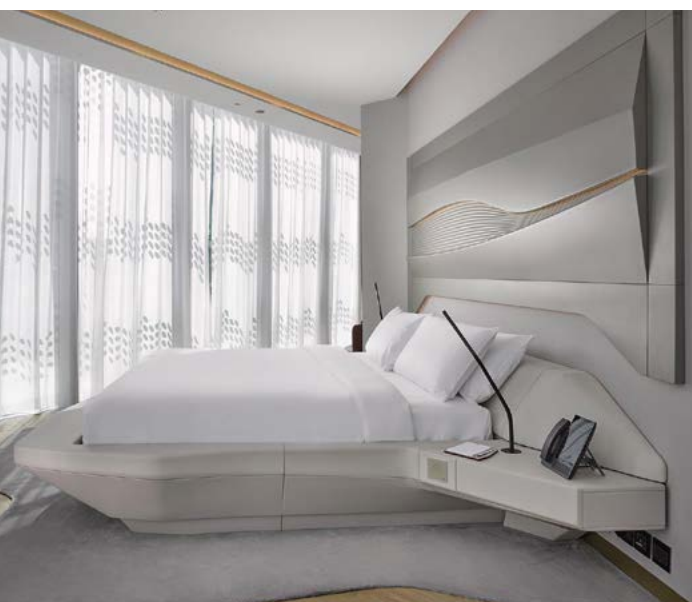
Patrik: When Zaha passed away four years ago, we already had a very mature organisation, with a deeply embedded design DNA. Although the loss of Zaha was a great shock and a deep sadness, we were able to continue her legacy. There's no abrupt change in vision. Of course, the evolution of this vision continues, as it has done during the almost 30 years of my time with Zaha.

What is your philosophy for carrying out a project like this hotel? What values prevail in this changing universe? Might the global challenge we are currently



Interiors that bear the stamp of the late architect and the extensive work of her successors and heirs: the curved lines, the colours, the structure of the rooms and the different levels, which give a new spatial dimension to the whole. This is the new treasure of Meliá Hotels in Dubai, with impressive meeting rooms, three gourmet restaurants, swimming pools, spa, 650 m² gym, art galleries, disco, billiards room, and rooms and suites with the best views of the city. The **VITAE Collection by Zaha Hadid**, from **Noken** has been used in the bathrooms.





All the rooms in the hotel reflect Zaha Hadid's personality, making them spaces full of design and art. The famous curved lines, the search for light..., the vision of the architect is revealed in every last detail.



experiencing (COVID-19) influence the design of future architecture in any way?

Christos: The philosophy behind The Opus was always to create a significant architectural masterpiece. The contrasting interaction between the solid and the empty, the treatment of the façade and the urban concept of the project make it a timeless work of art and architecture. The hotel in that building was born from this interesting compositional interplay of form and effect. The interior of the hotel is designed as a welcoming and comforting space with varying degrees of softness as one moves from the street to the bedroom. In this dreamy sculptural space, the interior is unexpected and multifaceted. The white surfaces of the atrium are in constant interaction with natural light (during the day) and then become a backdrop for all night-time activity. The values that prevail in today's world are those that we always promote as our design philosophy: adaptability, sustainability, resilience, excellence, always using our skills and tools to propose new ways of doing things. In this sense, the designer's work is endless. It is the search for positive responses to an ever-changing environment. Of course, this means we are concerned about how the

world will emerge from the COVID-19 crisis. We are already moving away from the notion of a homogeneous global interconnection and are now beginning to think about how a diversified spatiality can offer better ways to respond to this crisis. We have reflected on how spaces, architectural typologies and cities themselves must adjust to these new conditions of the 21st century. Global challenges will continue and therefore we must remain alert and adaptive.

How do you feel when designs materialise into physical reality?

Patrik: It is always exciting to see the designs we imagine on paper and through digital simulations become manifest physical reality, ready to be integrated, enjoyed and used to improve life. It gives me a feeling of immense satisfaction.

Does the design sometimes have to be modified in search of more functional buildings?

Patrik: Our buildings are always conceived with an emphasis on social functionality. The visual communication and readability of a building, an aspect generally considered its artistic expression, is in fact a crucial facet of its social functionality.

Do you believe in the power of architecture to build a healthier world?

Christos: Without a doubt. I think that the basic principles of architecture are to create space, to bring light and to allow meaningful civic interactions, which includes the obligation to build cities for a better world, a healthier world.

ZHD has designed an iconic bathroom collection for the PORCELANOSA Group, connected with the enormous challenges that lie ahead. Can you tell us what Zaha Hadid Architects' vision of the future is?

Christos: Our vision of the future is to create cities that are governed by a sense of humanity and shared aspirations. I believe that we are moving into an era where we finally recognise the impact that humanity has on the environment and on the planet. We must become greener as we become more technological. These two principles must be in balance with each other.

As an architect, what changes do you think the new global situation will bring to our understanding of life at home, in public places and in other buildings such as large hotels?

Christos: Recently we have been carrying out interesting research on these issues and, as we said before, the current typologies of architecture will have to be revised. The house, the home, is a typology that is 10,000 years old and was obviously different in Prehistory or the Middle Ages from what it aims to be and should be today. Today, we may be spending more time at home for a variety of reasons, but we always stay connected to the public sphere. I don't think social distancing is the way of the future. I believe that the pandemic will soon pass, and public spaces will have to be reinvented; urban and suburban environments will also have to be re-established.

Bathrooms that talk of architecture, design, art, a vision of the future.

VITAE Collection by Zaha Hadid, from **Noken**, highlights the close relationship between ZHA and the **PORCELANOSA Group**.
Design: Zaha Hadid Architects
Design Director: Christos Passas.
Commercial Director: Maha Kutay, Zaha Hadid Design.
Designers: Thomas Frings, Reza Esmaeeli, Raul Forsoni, Bruno Pereira.



Is mutual collaboration between large companies such as yours and the PORCELANOSA Group necessary and/or desirable?

Patrik: Collaboration between art and industry, design imagination and manufacturing expertise are crucial. Such collaborations have always been important to modern design and indeed to the success of Zaha Hadid Architects and Zaha Hadid Design.

Which project or projects have special symbolic significance for ZHA?

Patrik: The Opus is one of our most iconic projects due to its communicative capacity, its rich mixed-use programme and the fact that it offers a total design which includes interior design and product design. I am also thinking of the Morpheus Hotel, Daxing Airport and the Leeza Soho Tower in Beijing. ✍



Zaha Hadid, the great lady of architecture, was born in Baghdad in 1950. She studied architecture in London, the city where she lived for most of her life. Emerging from the current of deconstructivism, her works and her vision led her to become a paradigm-changing architect. In 2004 she was awarded the Pritzker Prize, becoming the first woman to win it. She was awarded the Order of the British Empire and was also appointed to the editorial group of the Encyclopaedia Britannica. Zaha Hadid died in 2016.



Patrik Schumacher, current managing director of Zaha Hadid Architects (ZHA), trained in architecture at the University of Stuttgart. He has been working in London for 30 years in the ZHA studio, which currently has 400 professionals working for it. Writer, teacher and architecture theorist, he has published very interesting works, such as *The Autopoiesis of Architecture*, a book in which he reflects on architecture and its internal creative process. He is continuing the work of Zaha Hadid, with a respectful and at the same time personal vision of architecture.



Christos Passas, director at ZHA. Christos has worked at the Zaha Hadid studio since 1998. He is an architect at the forefront of design research, which is reflected in his approach to the creative process. He actively collaborates and participates in conferences in the United Kingdom, where he lives. From his position at ZHA, he has carried out numerous projects around the world. He also currently teaches at the Design Research Laboratory on the M. Arch programme.

Sustainable architecture: an alternative for the future

The arrival of the coronavirus has been a watershed in life as we knew it. "Nothing will be the same", announce the prophets of this new world that awaits us, where architecture and design will once again be essential in the economic, social and urban reconstruction that will take place in our cities. Sustainability, technology at the service of the public and the environment, as well as new health and safety protocols that will define the public and private buildings of tomorrow, are some of the short and medium-term challenges facing the sector. We analyse what this scenario will be like, starting from the different ideas and projects that are being implemented in the **PORCELANOSA Group**.

Text: CLARA FELIS

Façade built using large format porcelain from **Urbatek** in Paseo Aldrey, Buenos Aires, Argentina. **Butech** was also involved in the installation.
Photo: Sebastián Vecchi.

Public works projects

Intelligent and healthy buildings, sustainable materials and more accessible structures are some of the keys to new global construction.

Public works has become one of the most effective solutions to limit the consequences of the coronavirus. Hospitals, sports halls, schools and stadiums have played a fundamental role in the treatment and care of patients affected by COVID-19, serving in turn as a medical support network for all those health professionals who were overwhelmed by the rapid spread of the virus. Now that these public buildings have shown themselves to be fundamental in the development and evolution of modern societies, it is worth asking what can be improved and how to modernise their facilities in the light of the new scenario.

Construction in Spain represents 10% of the total Spanish economy and public works generate around 1,233 million euros per month, according to the Association of Construction and Infrastructure Concession Companies (SEOPAN) in its latest report. As a result of the state of alarm that was decreed in Spain, many public works were halted (the fall was estimated to be 32.3% during the first quarter of the year) and now the sector has been forced to reinvent the model of operations, production and management.

The new health protocols established by the WHO and by the government authorities of each country have brought about changes in social and hygiene habits that have some impact on the way spaces are built and used. Sustainability, energy efficiency, automation of public spaces through technology and robotics, and anti-bacterial materials are some of the possible scenarios being studied by architecture and design professionals. "We have to start to design with common sense and I think that in architecture we have been very irresponsible in not taking health into account. We need to think about easily cleanable surfaces, floors, walls and ceilings and should start researching healthy products for our buildings", acknowledges architect Mark Fenwick.

In view of the "new normal" that is being proposed, where social distancing or the use of gloves and masks will be commonplace, **PORCELANOSA Group** is committed to collections and products that are more sustainable and durable, allowing for the construction of large, safe

and healthy spaces. This is the case with the compact mineral **Krion®**, a **Solid Surface** from a new generation which is highly recommended for sanitary environments. Its antibacterial properties, chemical resistance and easy cleaning make it the perfect material for medical centres, surgeries or operating theatres. "Healthcare facilities must guarantee, by all available means, that the space is completely hygienic. Therefore, materials with aggressive compositions that disinfect and kill bacteria are often used. **Krion®** is resistant to these materials, which ensures the integrity of the surface and its durability", say **Krion®**. Being a solid and aseptic surface, its use in sanitary, commercial and residential projects provides greater protection against microorganisms, whether fungi or bacteria. Its non-porous nature, its thermoforming capacity and its seamless union create continuous surfaces and prevent active pathogens from installing themselves on them, which enables better disinfection.

Butech also plays an important role in the green transition. Ventilated façade systems can be applied both in new construction and in the renovation of public works. Applying this technical solution reduces the incidence of solar radiation on the building enclosure by 80% and improves thermal insulation through the installation of recycled and resistant materials, such as ceramic, which is part of the **Eco Conscious** programme by **Porcelanosa**, or **Krion®**, which promote the achievement of LEED sustainable building certificates.

In addition, ventilated façades reduce energy consumption by up to 30% and encourage the responsible use of natural resources, as set out in the Sustainable Development Goals established by the United Nations. "Sustainable consumption and production consist of promoting the efficient use of resources and energy, the construction of environmentally friendly infrastructure and improved access to basic services. All of this translates into a better quality of life for everyone and, furthermore, helps to achieve general development plans that lower economic, environmental and social costs and reduce poverty", as the same organisation explains in an official statement.



1

1. The University Hospital of A Coruña has incorporated **Krion® Solid Surface** in three emergency operating theatres and 15 general operating theatres.

The compact mineral is also found in the washbasins, wall coverings and corridors of the complex.

Photo: Arume Fotografía.

2. Interior courtyard of the Paseo Aldrey shopping centre in Buenos Aires, Argentina. Its façade has been constructed using the extra thin porcelain **XLight** which is 3.5 mm thick (**Urbatek**) and covers some 7,000 m² of the total building.

Photo: Sebastián Vecchi.

3. The façade of this luxurious building at 321 Wythe Avenue in New York, has incorporated the ventilated façade systems from **Butech** with the panels **Ferroker Titania** from **Porcelanosa**.

Photo: Miguel de Guzmán.



2



3

"The use of the compact mineral Krion® in public works improves the health and well-being of people and prevents the accumulation of microorganisms and bacteria"

Residential projects

Modular design, exterior orientation, cross ventilation and naturally inspired materials will shape the future of homes.

For the architect Frank Lloyd Wright (1867-1959), buildings are like people because they must be “sincere, authentic and, in addition, as attractive and beautiful as possible.” This definition of ideal housing has become especially important during global confinement, as much of the population has learned to inhabit their homes. The verb *inhabit*, more the verb *live*, implies leaving a footprint. Recognising and coexisting with the space and the elements in it, to make them part of our collective identity.

To inhabit is, in a way, to build a home, to make it your own and to evolve in it. For the thinker Ivan Illich, this process implies recovering community life through individual spaces and a shared responsibility between people and the environment. “The voices of those who energetically demand the recovery of a community life that creates habitable spaces are heard with increasing clarity. Today, modern construction methods, materials and tools make it less expensive and easier for individuals to build their own homes”, he wrote in his memoirs.

This humanisation of the planet that begins in the home is the starting point of the new residential architecture. Modular design, the installation of industrialised structures, exterior orientation with open-air spaces, the integration of homes into the landscape, the implementation of cross ventilation systems, open and multipurpose rooms, domestic automation and the recycling of materials are some of the proposals that are beginning to be heard in international architectural and estate agency circles.

This “new reality” to which society will have to adapt has brought with it a profound reflection on the future of housing. The search for additional space to meet the requirements of social distancing in homes, shops and offices, the need to install eco-sustainable solutions that promote health and personal hygiene without wasting

natural resources, and the union between interior and exterior spaces through a unified design are some of the areas in which the **PORCELANOSA Group** is already working to respond to the needs arising from the exceptional situations that the planet is experiencing. “We will have to listen to our customers again to know which things are important to them. It’s possible that people might most value housing with exterior spaces or with many common spaces”, says the architect César Frías.

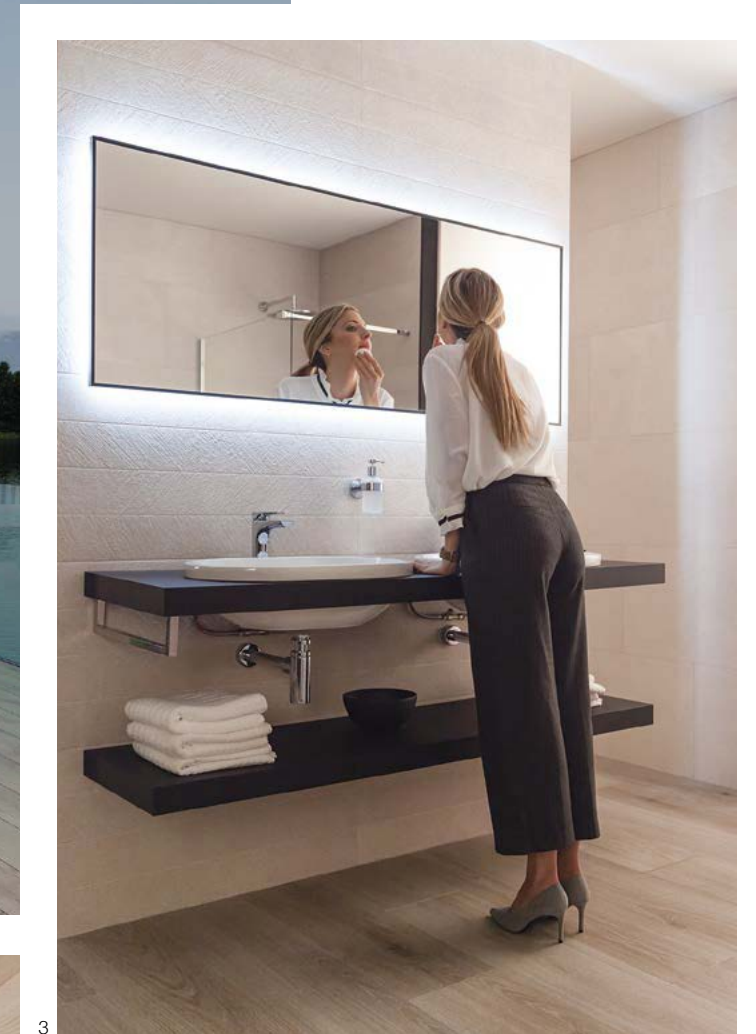
Within this openness of the family home, the **PORCELANOSA Group** suggests using warm and resistant materials that allow a more fluid dialogue with the environment and reinforce this idea of an open and welcoming home. This is true of the ceramic parquet **Par-Ker Forest** from **Porcelanosa**, the richest and most sustainable ecological ceramic, whose collections and shades reproduce the veins and textures of oak or cherry. With 95% recycled material, this ceramic parquet helps to reduce the impact on the environment.

“We toured eight countries, studied more than 4,500 tree cuts and spent more than 21,000 hours in six design labs to achieve absolute realism. From that moment we knew that the environment was our ally, because thanks to it we had been able to create this ceramic wood”, say the **PORCELANOSA Group**.

Another company from the **PORCELANOSA Group** working towards the conservation of the environment is **L’AC**, whose natural wood is certified FSC® or PEFC, as it comes from forest areas where more trees are grown than are felled. “We work with natural wood as a renewable raw material, with the certainty that this material comes from rationally harvested forests. In addition, we ensure the ongoing creation of new green spaces while reducing the negative effect that carbon dioxide has on the atmosphere”, say **L’AC**.



1



3



2



4

1. Terrace surfaced using the **Vancouver Sand** collection from **Porcelanosa**, ceramic wood that recreates the layers and knots of natural wood.
2. Kitchen **E6.70 Nogal Seda / E5.70 Bottle Brillo** with worktop **XTONE Calacatta Gold Silk**. The main structure has integrated handles and combines high and low modules to provide more depth to the space.
3. Bathroom with **Project Tech** shelf and vanity unit, **Curve** taps, **Square** mirror with anti-fog perimeter light, **Forma Oval** washbasin, and dispenser from the collection **Hotels**. All products are from the company **Noken**.
4. Detail of the natural oak parquet **Downtown Clear** from **L’AC**, which is guaranteed for 30 years and has the FSC® sustainable forest seal.

● Porcelanosa’s ceramic woods use 95% recycled material and reduce the carbon footprint of each project

Hotel and restaurant projects

Hotel and restaurant owners are formulating a new commercial strategy based on flexibility, proximity to the customer, security and environmental sustainability.

Hotels and restaurants are in the process of reinventing themselves, with new technologies and ecology as drivers of change. The digital transformation, personalised experiences according to the type of customer, the creation of healthy spaces, live cooking, constant communication with the user, diversification of services and certification of sustainable accommodation are some of the ideas that are already being considered in the sector to combat climate change and promote more sustainable tourism.

The hotel and restaurant sector is one of the country's most important assets. At the end of 2019, Spain had 12,559 hotel establishments, 550,476 rooms and 162,420 employees, according to the latest report from the National Institute of Statistics (INE).

Within that report, four-star and five-star hotels also saw a positive growth in numbers. In the first group there were 1,928 four-star hotels with a total of 244,318 rooms, and the five-star hotels (281) accounted for 42,829 rooms and 90,352 beds, with 28,691 employees.

Given the reactivation of the sector required after the COVID-19 health emergency and the new trends in national and international tourism, the **PORCELANOSA Group** has a series of products that can help achieve this ecological transition in a clean and orderly manner. One of these is the ceramic parquet **Par-Ker Forest** from **Porcelanosa**. Made of 95% recycled material and with seven different colours (Acero, Arce, Cognac, Colonial, Fresno, Maple and Natural), this collection has a unique texture with a graining that perfectly reproduces natural wood.

Noken has also developed a series of more sustainable products for hotels and restaurants. Under the name **WaterForest**, the bathroom company belonging to the **PORCELANOSA Group** has included products that allow for greater hygiene and sustainability, such as ECO dual-flush systems for toilets, AIR Eco systems for showerheads and hand-held showers, ECO aerators for taps, and thermostatic showers. They can also be used in LEED and BREEAM certifications, which will confirm the hotel's energy efficiency. The installation and use of these parts enables

water savings of up to 89% per use, and the chain Room Mate Group, chaired by Kike Sarasola, has already signed a collaboration agreement to include this initiative in its hotels.

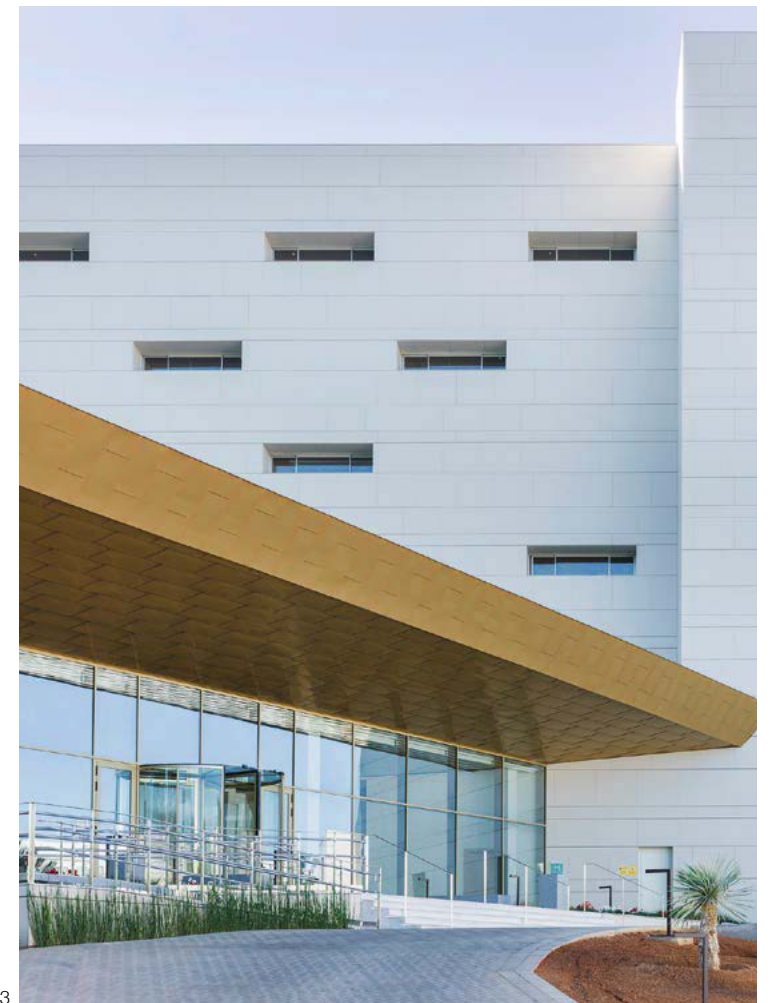
Gamadecor has also opted for wood from sustainable forests and new technologies to support and improve customer well-being. The ranges **Emotions** and **Residence** combine this eco-responsibility with the most innovative design.

"Hotels must establish levels of privacy and comfort so that the experience becomes something more. It is essential to endow these spaces with the soul that sometimes they don't have. We must design a sustainable planet and we must design with ecological products that can live in harmony with human beings", observes the interior designer Tomás Alía when reflecting on the sector's new perspectives.

A line followed by **XTONE** from **Urbatek**. This compact sintered mineral allows a more continuous design and its application in hotels and restaurants reinforces that artistic touch derived from marble or slate. This material in various formats (from 6 mm to 20 mm) is ideal for spaces that come into contact with food, as it does not release volatile organic compounds (VOCs) and prevents the growth of fungi and bacteria. As it is non-porous and 100% recyclable, it avoids the absorption of liquids and gases, and requires almost no maintenance. As it is resistant to fire, scratches and high temperatures, installing **XTONE** in kitchens or hotel rooms will make these spaces safer for those who use them. "All of this has been proposed because of the need to integrate aesthetics and health in private and public spaces, aesthetic health is, after all, democratic health", concludes Tomás Alía. ✂



1



3



2

1. The main flooring in this restaurant is part of the collection **Forest Maple Par-Ker**, from **Porcelanosa**.
 2. The tiling of this hotel suite is from the **Aqua** collection by **L'AC**, a glass mosaic in perfect balance with the **Etimoe Night** metallic and laminated furniture from **Gamadecor**.
 3. The façade of the five-star hotel Hipotels Playa de Palma Palace Hotel & Spa in Palma de Mallorca combines technical porcelain **XLight** from **Urbatek** with the compact mineral **Krion**® in the finish **NEO White Natural**. The installation was carried out by **Butech Building Systems**.
 Photo: Gori Salvà.

PORCELANOSA Group has a series of products that can help make the ecological transition in an orderly and clean manner



Contemporary identity

In the wake of the creativity and fierce desire for differentiation displayed by the pioneers of Mexican architecture, avant-garde projects and bold designs emerged, buildings that were social, precise, structurally viable and always visually spectacular.

This legacy is being maintained and enriched by a new generation. The leading figures on the contemporary Mexican architectural scene continue to offer an identity based on their country's rich cultural tradition and enormous creativity. The majestic scale, the rich and interesting confluence of innovative materials, with bold shapes, and the search for environmental and sustainable solutions have placed them in the global vanguard.

Within this scene we examine the current work of **Javier Sordo Madaleno Bringas, Gabriel and Mario Téllez, Juan Manuel Lemus, Isabel Lira and Enrique Norton**. Whether they come from a family business or work in a new studio, they all share a unique way of understanding architecture. Whether in residential, corporate or commercial buildings, administrative centres, hotel complexes or public spaces, they always offer comprehensive and striking solutions which are far from conformist. Through their work they reinforce the international prestige of the Mexico brand, synonymous with commitment and excellence.

Text: GEMMA FIGUERAS

Solaz Los Cabos.

This hotel design by Javier Sordo Madaleno Bringas was carried out in Baja California in 2018.

The selection of materials, the natural environment and the construction methods reinforce the symbiosis and contextual congruence in a heavenly location.

Photo: Rafael Gamó.



Javier Sordo Madaleno Bringas

His leadership has allowed the expansion and growth of a family practice whose legacy has been key to the development of modern Mexican architecture.

Juan Sordo Madaleno (1916-1985) is one of the leading names in architecture in Mexico. His buildings, public structures, shopping centres and hotels transformed the face of the capital. In 1937, he founded his own studio, from which he developed a style that was christened and acknowledged as the hallmark of "Modern Mexican Architecture" throughout the world. In 1982, his

son, Javier Sordo Madaleno Bringas, took over the running of the studio, which is currently divided into two areas: Sordo Madaleno Arquitectos and Grupo Sordo Madaleno. The aim was to address designs from a perspective that integrates all the components of a building project, including social responsibility and ethical commitment. Since then, he has continued to contribute to the development of architecture in his country, always interested in achieving more efficient projects that add value for users, clients and the city where they are built.

Trained at the Faculty of Architecture of the Universidad Iberoamericana, throughout his prolific career he has designed more than 400 projects. He has been awarded the Medal of Merit in Science and Arts, in the architecture category, by the Legislative Assembly of Mexico City, and is an honorary member of the American Institute of Architects.

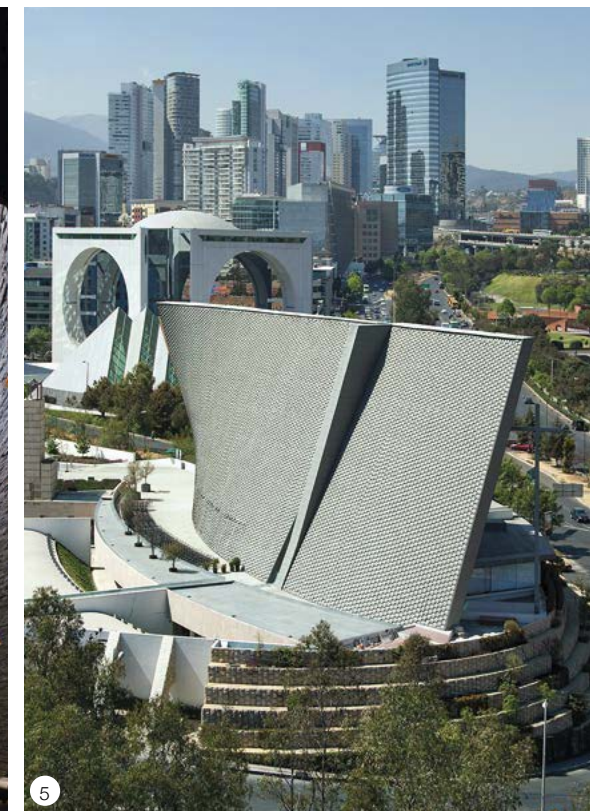
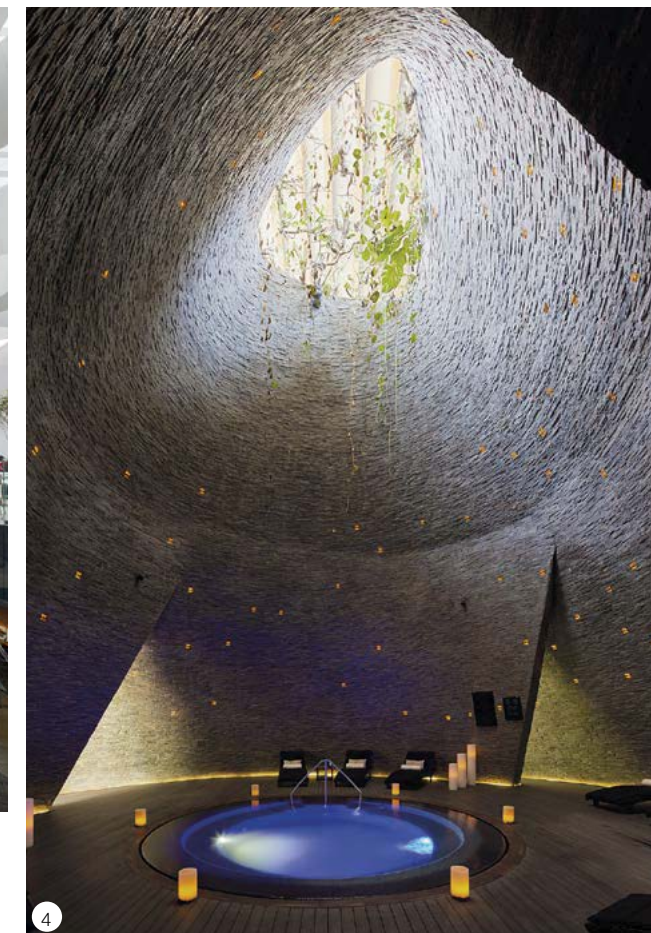
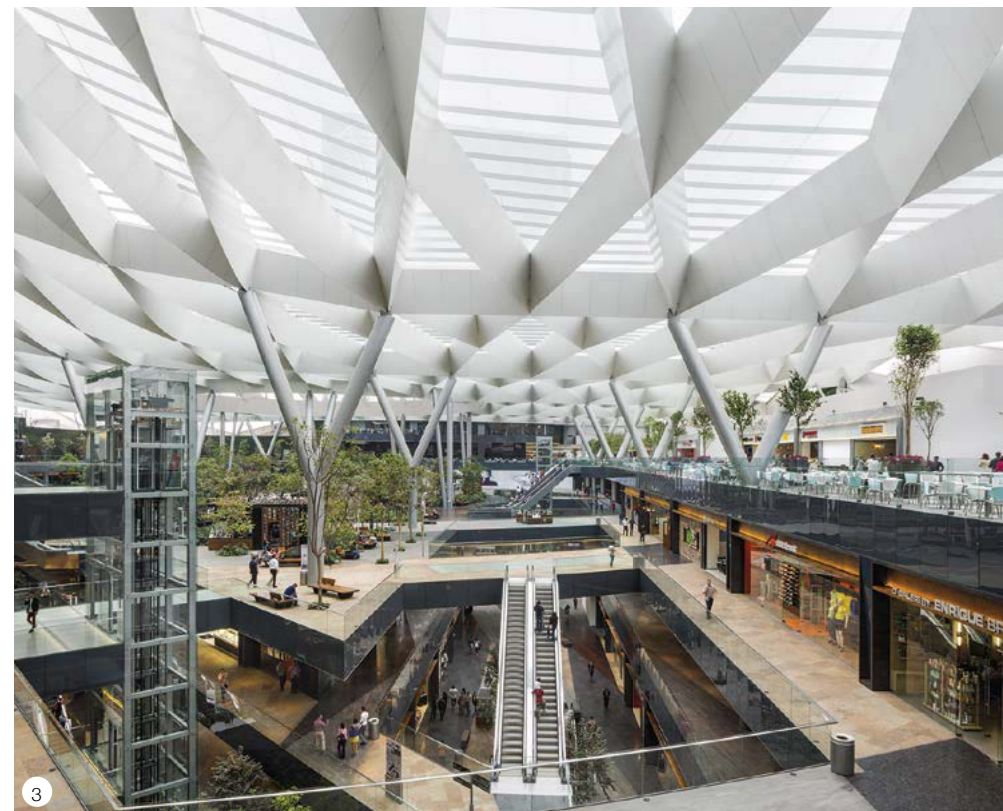
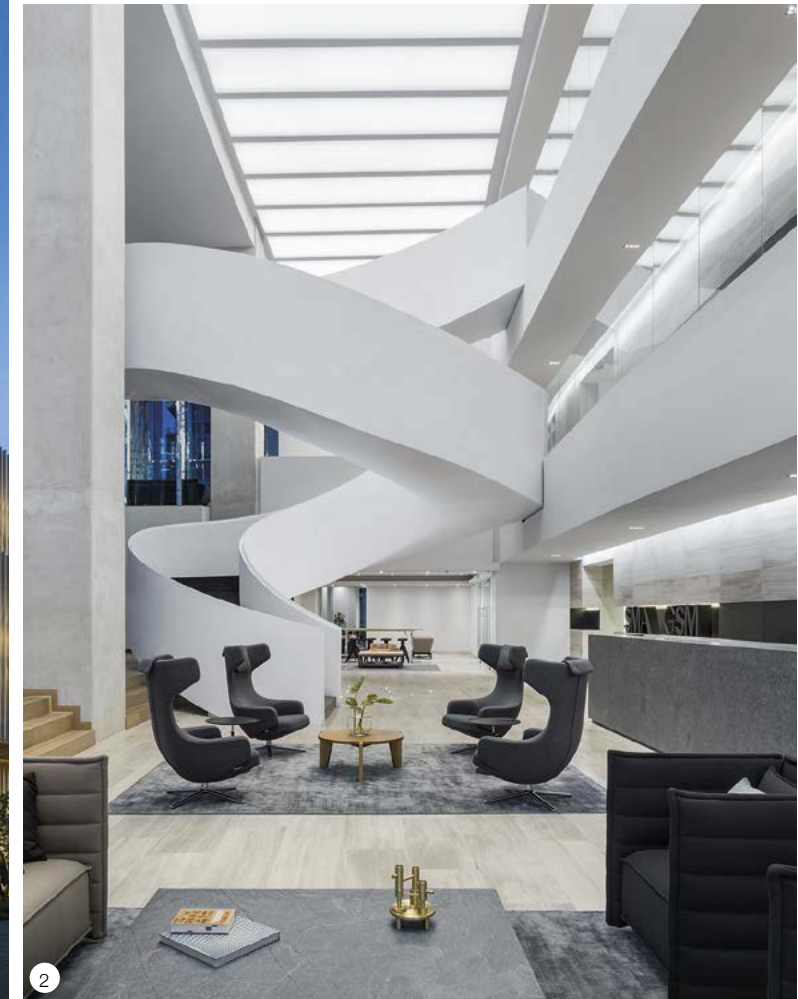
In 2018 he won the award for best building in the category of future residential projects at the World Architecture Festival, and in 2019 he was named Emeritus Academician by the Mexican National Academy of Architecture.

Most importantly, his passion for quality and excellence continues to define his recent creations, such as the hotel projects for the Grand Hyatt Playa del Carmen (in 2015 he received the Best of the Year award in the spa category from the magazine *Interior Design*) and Solaz Los Cabos.

When it comes to summing up his career, he says that "the evolution of my architecture has been through experience, from the work and really understanding all the elements that influence the construction and perception of a building." A legacy that continues with the third generation of the family of architects who have joined the studio, his sons Fernando and Javier.



Photo: Ximena del Valle.



- 1. Solaz Los Cabos in Baja California.** Occupies 9.5 hectares and is integrated into a landscape of unique topographical formations. Photo: Rafael Gamo.
- 2. The SMA-GSM Offices in Mexico City.** The headquarters of the studio itself is a highly skilled project. Photo: Rafael Gamo.
- 3. Toreo Parque Central.** An urban indoor shopping centre—with different uses—surrounded by trees, fountains and open spaces. Photo: Rafael Gamo.
- 4. Hotel Grand Hyatt Playa del Carmen.** This project was carried out using materials from the companies of the **PORCELANOSA Group**. In this image, the magnificent spa. Photo: Paúl Rivera.
- 5. The San Josemaría Escrivá Church in Lomas de Santa Fe, Mexico City.** Outside, the two curved zinc-coated sections explore the intense relationship between geometry and light. Photo: Timothy Hursley.

Gabriel and Mario Téllez

With their company, Arqtell, they have been contributing to hotel development in the Caribbean for more than three decades.

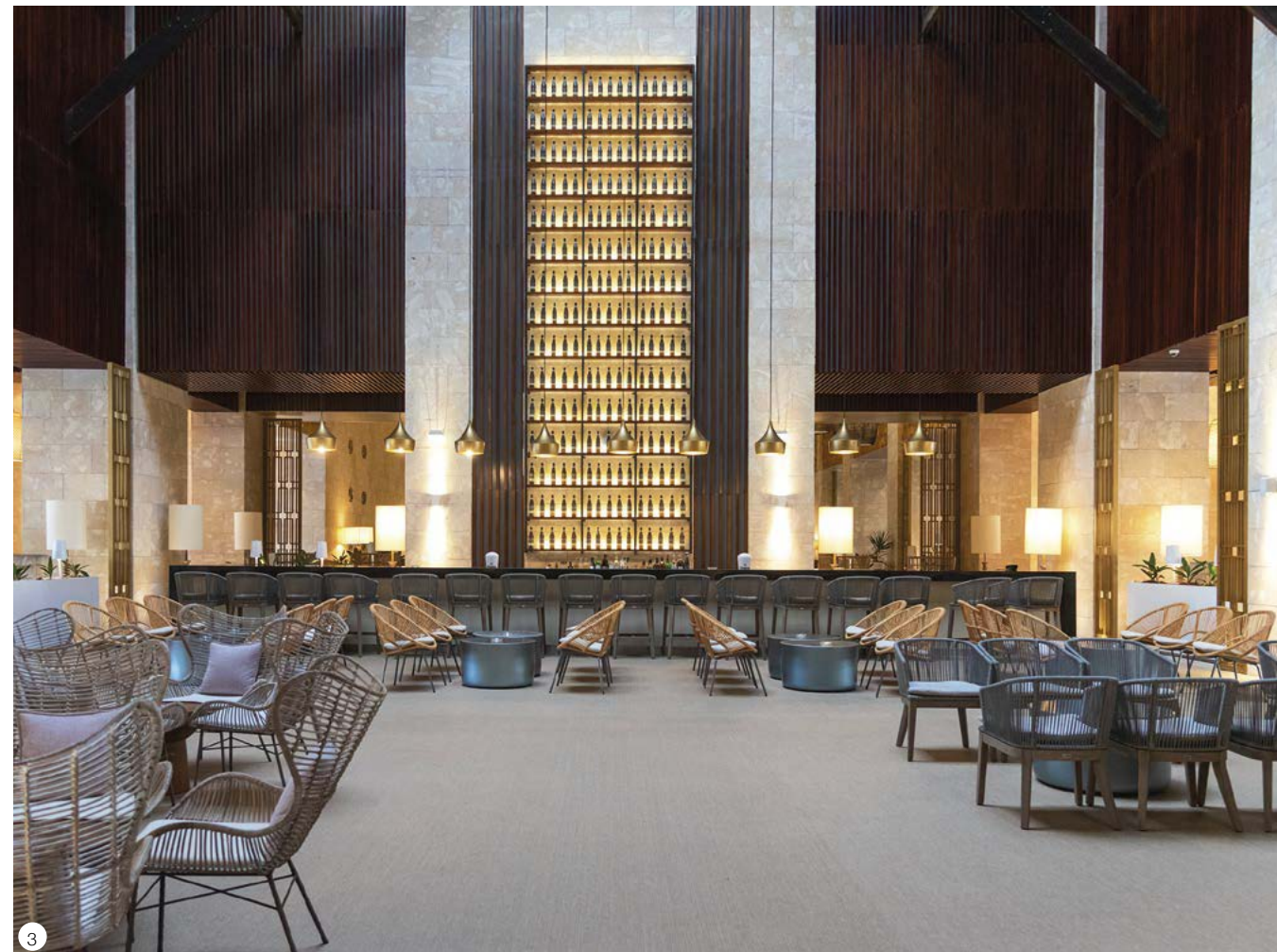
Gabriel Téllez Velasco and Mario Téllez Urbina are the public faces of the architecture and interior design studio Arqtell. From their headquarters in Cancún, in association with the firm Téllez & Téllez Arquitectos, their experience and commitment to innovation have allowed them to specialise in the design and development of hotel complexes in Cancún itself, the Riviera Maya, Isla Mujeres and Cozumel, as well as in other thriving states of the Mexican Republic (Mexico City, Jalisco and Baja California). Their path has also led them to work in other Caribbean countries (Puerto Rico, Dominican Republic, Costa Rica, Jamaica, Bahamas...) and even in the Canary Islands. Their clients include the hotel

chains Meliá Hotels, Karisma Hotels, Palladium Hotel Group, Princess Hotels, Valentin Hotels, Hilton, Hyatt, Iberostar and Barceló.

Among its latest and most ambitious developments are the Grand Palladium Costa Mujeres Resort & Spa and the TRS Coral Hotel, both in Cancun, which together total more than 1,100 rooms. The two partner firms carried out both the architectural project and the interior design.

The companies of the **PORCELANOSA Group** are among their main collaborators. "After 30 years in the hotel industry, we can say that what we value most is the quality and durability

of the materials, since it is crucial to maintain a good appearance in spaces that are subject to high use and the high standards that our clients expect", they say. At the same time they point out that, "as designers, the quality we most appreciate is the versatility that the **PORCELANOSA Group** offers in its finishes, textures, colours and formats. This allows us to generate multiple contrasting atmospheres in the same project and to give prominence to certain elements in order to imprint each space with the right character." They firmly believe that "in this environment, to update oneself is an indispensable quality, it is what allows us to remain relevant."



1 and 2. **Grand Palladium Costa Mujeres.** Complex in Cancun with 670 rooms of different types, designed for family holidays. The construction of the building was carried out using products from the companies of the **PORCELANOSA Group**. 3 and 4. **Grand Bávaro Princess.** A spectacular hotel development of 1,290 rooms in Punta Cana (Dominican Republic). 5. **Catalonia Costa Mujeres.** Resort built in 2019 in this exclusive area of the Mexican Caribbean.

Juan Manuel Lemus

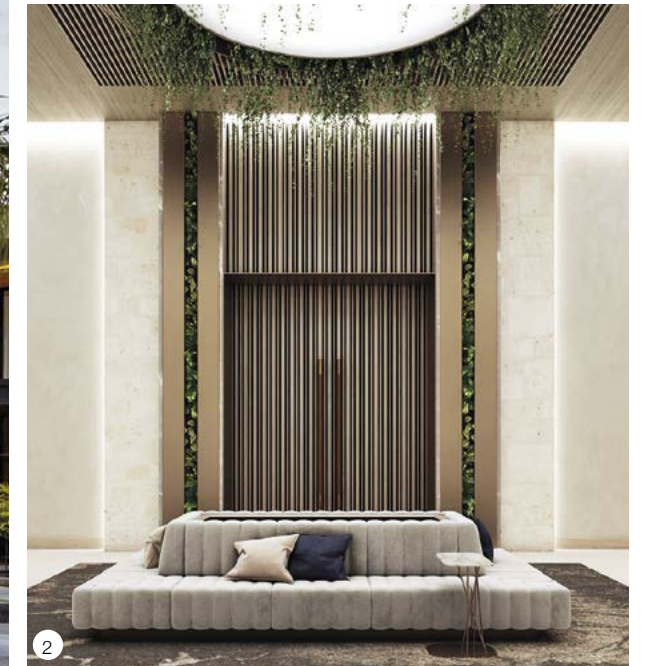
Generating experiential spaces, innovative and creative designs, and recognising the human factor; this is the successful formula of Estudio Lemus Arquitectos.

With more than 25 years of experience, Juan Manuel Lemus is the managing director of a studio that creates projects with an integrated vision. An approach born from the studio's own philosophy, a fusion of experienced architects and young values, which translates into innovative design ideas and an extraordinary use of space. This is why the studio places a high value on its people as one of the pillars of its work. The studio is made up of

specialists in different areas, such as architects, interior designers, decorators, specialist architects with extensive experience in construction systems, project coordinators..., in addition to specialists in graphic design and architectural visualisation.

Juan Manuel Lemus seeks to go a little further and believes in "team building" with his clients as well, encouraging the exchange of ideas and information in both directions. In recent years the studio has specialised in the hospitality design sector, collaborating with leading hotel chains including Hilton, Marriott, Renaissance, Holiday Inn, Grupo Posadas and Grupo Diestra. This has allowed them to carry out multiple projects in Latin America, the United States, Europe, Asia..., often relying on cooperation with companies from the **PORCELANOSA Group**.

Juan Manuel Lemus was awarded the Ibero-American CIDI Award for his professional career. These innovative hotel complexes highlight the importance that he gives to the way space is experienced: the lights, the shadows, the colours, the textures, the temperatures, whether they should be contained or open spaces... The team in his studio are specialists in creating atmospheres full of sensations, designed to be enjoyed by the end user.



1. **Hotel Aloft Querétaro.** This large complex of 17,500 m² was built in 2018 with the participation of several companies of the **PORCELANOSA Group**.
2. **Lobby of the JW Marriott Cancún.** This luxury Resort & Spa is located on the Riviera Maya.
3. **AC Hotel by Marriott Los Cabos.** Luminous open spaces in one of the hotel's bars, next to the Sea of Cortez, also called the Gulf of California.
4. **Encuentro Fortuna Shopping Centre,** in the district of Lindavista, Mexico City.
5. **Renaissance Cancún.** A stylised perspective of this hotel complex of more than 52,000 m².

Isabel Lira

Functional, timeless, high-quality spaces are the hallmark of this architect's work for the international firm ZVA Interiors.

Specialising in corporate, commercial, hotel and institutional projects, ZVA Interiors was founded in New York in 1993 by Mexican Sergio Zepeda and Dutch Monique Veraart. A year later it was established in Mexico, and currently has branches in Mexico City, Puebla, Guadalajara and Monterrey.

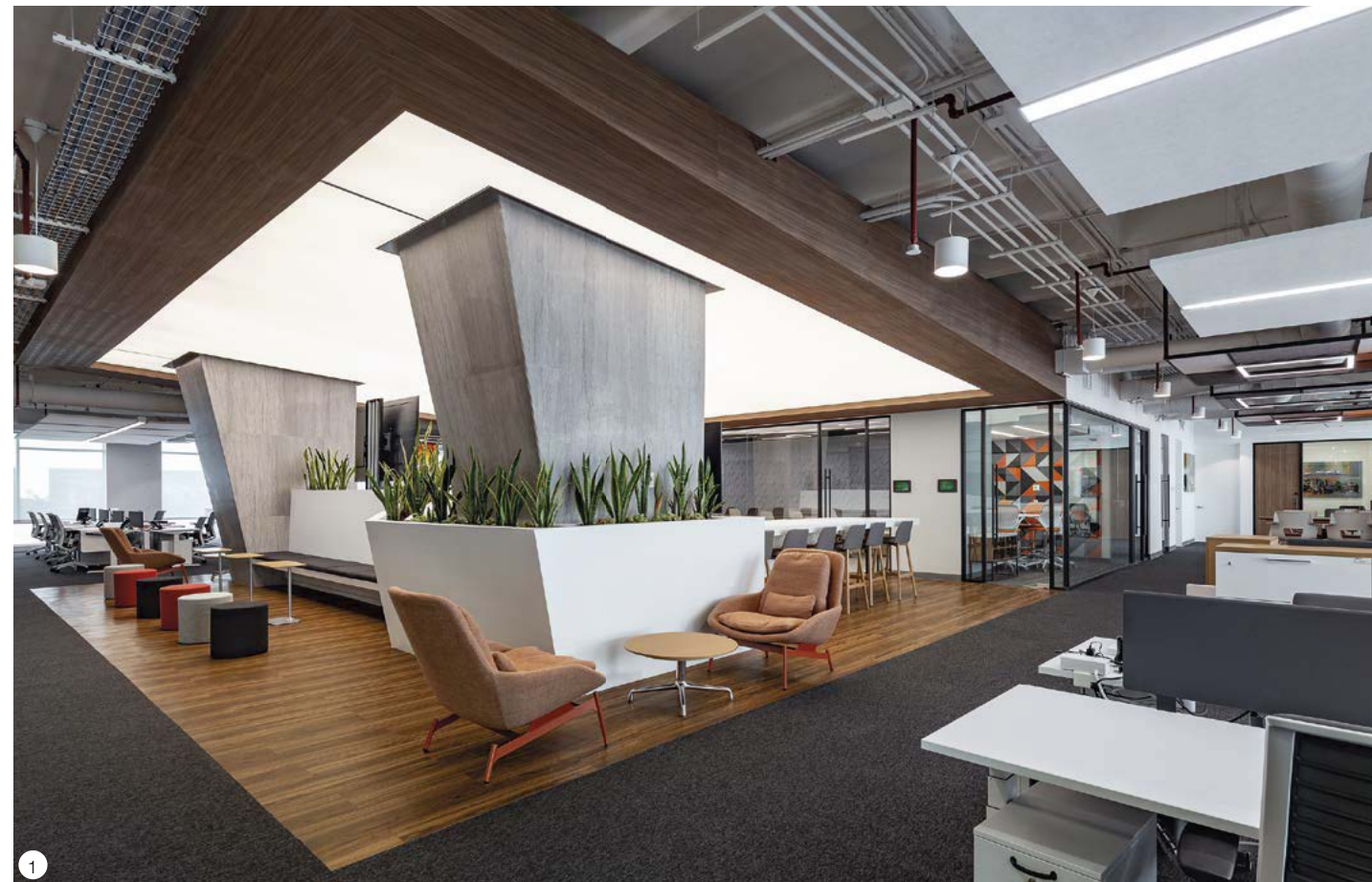
Because of their specialisation, they are sought after by clients who want the harmonious functionality generated by their environments which promote productivity and healthy human relations. Their aim is not to lose sight of the future and therefore they promote sustainable, timeless and very environmentally friendly design.

Isabel Lira explains that "what is most important is to create workspaces according to the style of the company, which invite users to have a sense of belonging and give them identity. To achieve this, from the outset we focus on understanding their needs and their way of working, to create functional spaces that invite collaboration and encourage maximum development of their skills."

For the architect, "a vital factor is to design spaces with sufficient natural light, in contact with nature, with comfortable connecting spaces and work areas where one can interact professionally and socially during free

time. We create spaces to take care of what is most important in a company, its human capital."

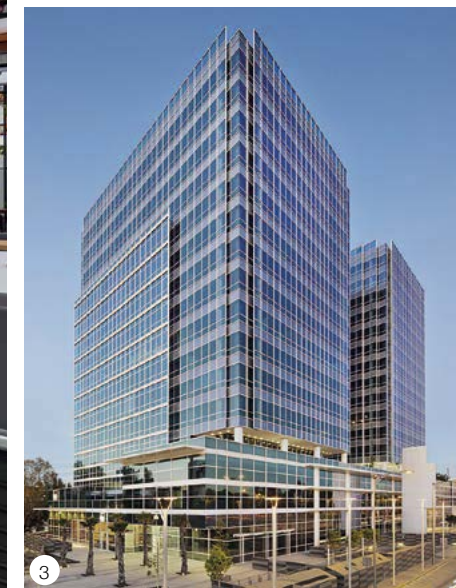
Isabel Lira explains "we take care of the details in each space, seeking harmony in the colours and textures of the materials used, from the reception, which is the welcome area for clients, to the support or back office areas." In support of this, "the **PORCELANOSA Group** offers us a wide variety of products that meet these characteristics with the best quality on the market. That is why we love to specify them in our projects. A design can't be beautiful unless it is also functional."



1



2



3

1. Advance Offices. The Querétaro headquarters of this industrial project company, completed in 2019, has 1,000 m² with different types of environment.

2 and 3. Legaria office complex. In the Polanco district, Mexico City. Photos: Paúl Rivera.

4. Torre Punta Reforma. At 246 metres high and completed in 2015, due to its simple and futuristic lines this is one of the most recognisable buildings in the country.

5. CBRE Head Office. A clear commitment to colour defines the 2,450 m² offices of this real estate consultancy in the Mexican capital. Photo: Paúl Rivera



4



5

Enrique Norten

Open spaces and a superb play of light and geometry characterise the work of his studio, TEN Arquitectos.

With Enrique Norten at the head, TEN Arquitectos (Taller de Enrique Norten Arquitectos) has been contributing its personal architectural vision for 33 years, midway between the global and the local. Cultural, residential, hotel and infrastructure projects follow one after the other in the complex and comprehensive work carried out by one of the most internationally renowned Mexican studios, where the fusion of aesthetics, functionality, and environmental and social responsibility is evident.

With offices in Mexico City, New York and Miami, Enrique Norten's designs and the "collective work" he likes to refer to when talking about his projects are based on a universal vocabulary. With a clear presence of steel and glass, the studio's creations adapt to the nature of the setting in which they are located, while redefining landscapes and surfaces, resulting in environments of coexistence and exchange with significant added value.

"A lot of patience and great discipline" are the keys that Enrique Norten himself points to when carrying out his projects, starting from a current perspective, characteristic of the 21st century, although slightly influenced by the fathers of Modernism. Far from artifice and surprise factors, TEN Arquitectos delve into rationality

in their designs, with the interplay between object and space as a dynamic element of the landscape.

With a large team of professionals, the work of TEN Arquitectos has been recognised through numerous awards, among them the Project Merit Award from the New York Public Library, granted in 2013 by the American Institute of Architects, as well as an honourable mention in the Mexico City Architecture Biennial in 2013 for the Mercedes House building and for the Commemorative Park of the 150th anniversary of the Battle of Puebla. Enrique Norten's professional work has also earned him international recognition with the first Mies van der Rohe award for Latin American architecture in 1998, and more recently with the Fine Arts Medal for Architecture 2018. **///**



Photo: Patrick McMullan.



1



2

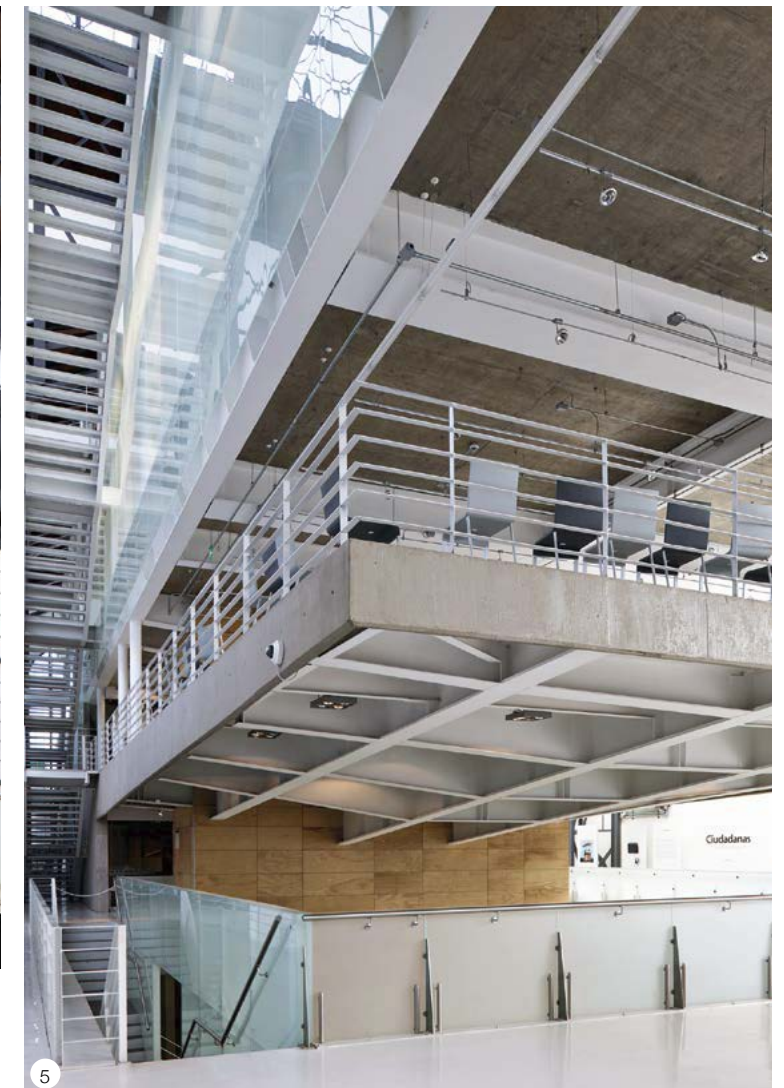
1. Torre Bancomer. This spectacular skyscraper is 235 metres high and the headquarters of BBVA Mexico. *Photo: Andres Virviescas.*
2. Musevi (Museo Elevado de Villahermosa). Built in this city in the state of Tabasco to celebrate the bicentennial of Mexico's independence. *Photo: Abalcazar.*
3. Mercedes House. Luxury mixed-use condominium in one of the most exclusive areas of New York, Hell's Kitchen. *Photo: Francois-Roux.*
4 and 5. Museo Universitario del Chopo. Open spaces that seek the light mark the identity of this cultural exchange centre in Mexico City. *Photos: View Pictures.*



3



4



5

A VILLA IN CARLET VALENCIA

Interior design and architecture in perfect harmony

Architect Víctor Tatay and Ideas Interiorismo have designed this house using a clever combination of architecture and interior design. The materials from the **PORCELANOSA Group** have been key to achieving a light and open feel, enhancing the sense of space and practicality.

Text: GEMMA FIGUERAS Photos: ADRIÁN MORA MAROTO

The façade, exterior floors and pool interior are tiled in **Bottega Caliza** from **Porcelanosa**. Framing the swimming pool and the sun terrace, wooden decking from **L'AC**.





On this page, view of the outside spaces, created to take advantage of the area's excellent climate. The floors been finished in the porcelain tiles **Bottega Caliza** by **Porcelanosa**.

On the next page, detail of the swimming pool framed by wooden decking from **L'AC**. For perfect positioning and adjustment, wedges, self-leveling spacers and bonding materials from **Butech** have been used.



When talents are added together, creativity grows exponentially. That's what has happened in this family house in the Valencian town of Carlet, a team effort by architect Víctor Tatay and Ideas Interiorismo. They have created a home of timeless design, thanks to the careful selection of materials showing balance with the environment and complete harmony of spaces and furniture. The architecture is conceived as two volumes of different dimensions, one supported by the other, both with multiple entrances for light. The entire façade has been designed, both on the ground floor and on the first floor, to create as many openings as possible in an orderly and balanced manner, creating open spaces and eliminating the barriers between the interior and exterior.

When talents are added together, creativity grows exponentially. That's what has happened in this family house in the Valencian town of Carlet, a team effort by architect Víctor Tatay and Ideas Interiorismo. They have created a home of timeless design, thanks to the careful selection of materials showing balance with the environment and complete harmony of spaces and furniture. The architecture is conceived as two volumes of different dimensions, one supported by the other, both with multiple entrances for light. The entire façade has been designed, both on the ground floor and on the first floor, to create as many openings as possible in an orderly and balanced manner, creating open spaces and eliminating the barriers between the interior and exterior.





Above these lines and below, when it comes to bringing warmth and comfort to the floor of the open-plan interior spaces, such as the dining room and the living room, the choice was **Bottega Caliza** ceramic tiles from **Porcelanosa**. On the next page, details from the open-plan kitchen, with worktops from **Krion®** (above) and mixer tap from **Noken** (below).



The top of the lower cube has been extended until it rests on the beams, creating the terrace and the veranda which run lengthwise along the entire house. The beams in the central part are coloured black so that they go unnoticed when they are in front of the windows which are framed in the same colour, while at the corners the beams have the same appearance as the rest of the façade, framing the lower volume and delimiting the ample veranda.

Inside, the choice of light floors in all rooms increases the feeling of spaciousness. This chromatic unity creates continuous and open spaces in which separations are minimised.



Above, two views of the staircase leading to the upper level, where **Bottega Caliza** ceramic tiles have been used to contrast with the warmth of **Manhattan Natural** from **Porcelanosa**.
 Next to these lines and on the next page, photos of two bathrooms. The vanity surfaces are in **Krion**. The bathroom fittings are from the ranges **Hotels** and **Arquitect**; the mixer taps **Square** and **Urban**, all by **Noken**. Below on the right, the bedroom, where the flooring **Bottega Caliza** from **Porcelanosa** combines with other natural fabrics and woods to accentuate the feeling of comfort.

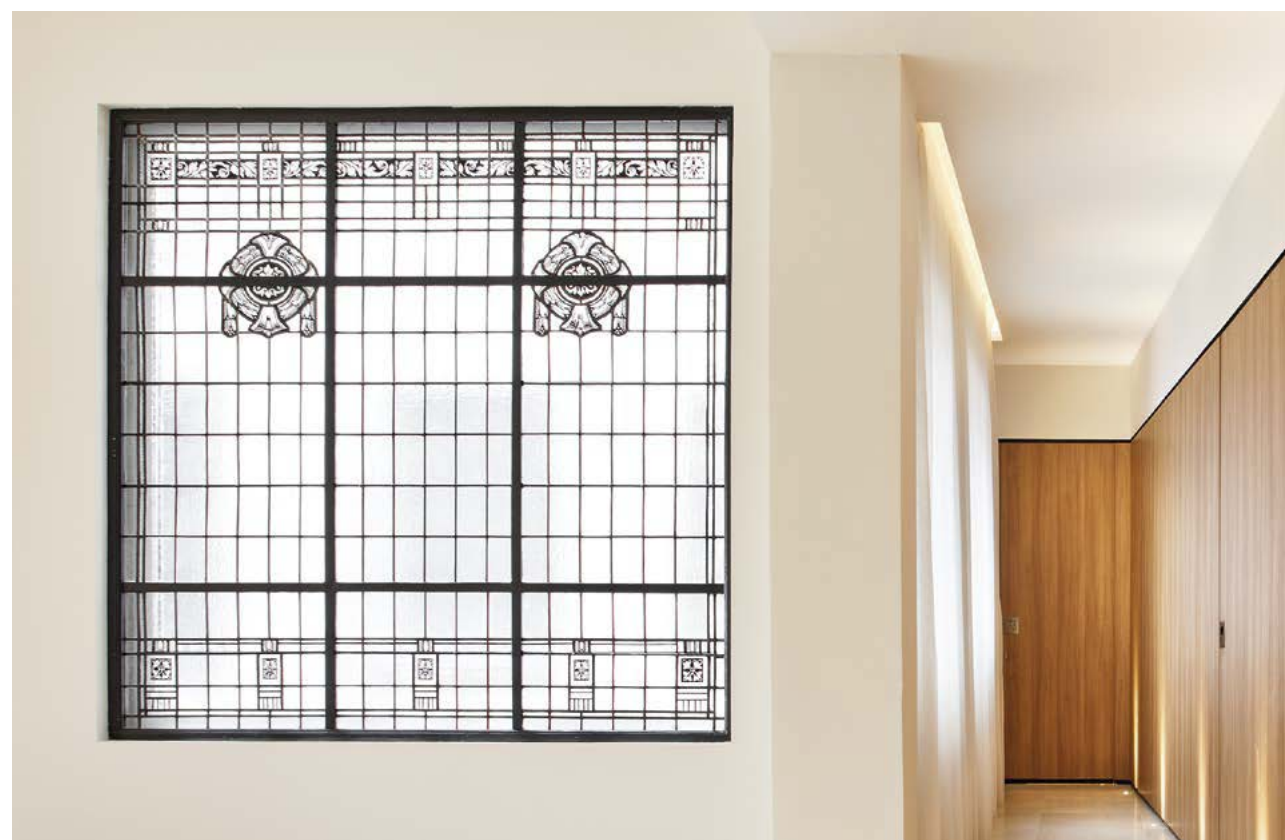


By using large windows, from floor to ceiling, onto the garden and pool, visual barriers between indoor and outdoor spaces are eliminated. These take on special importance within the project, since, thanks to the configuration of the house, a terrace has been created that runs lengthwise along the entire house. Adjoining this, wooden decking frames the swimming pool and the sun terrace. /

Spatial order and mastery of light

Through spatial skills and experience, the architect Héctor Ruiz Velázquez has designed a unique habitat. It is the result of transforming former offices, part of an iconic building on the Gran Vía in central Madrid, into a home.

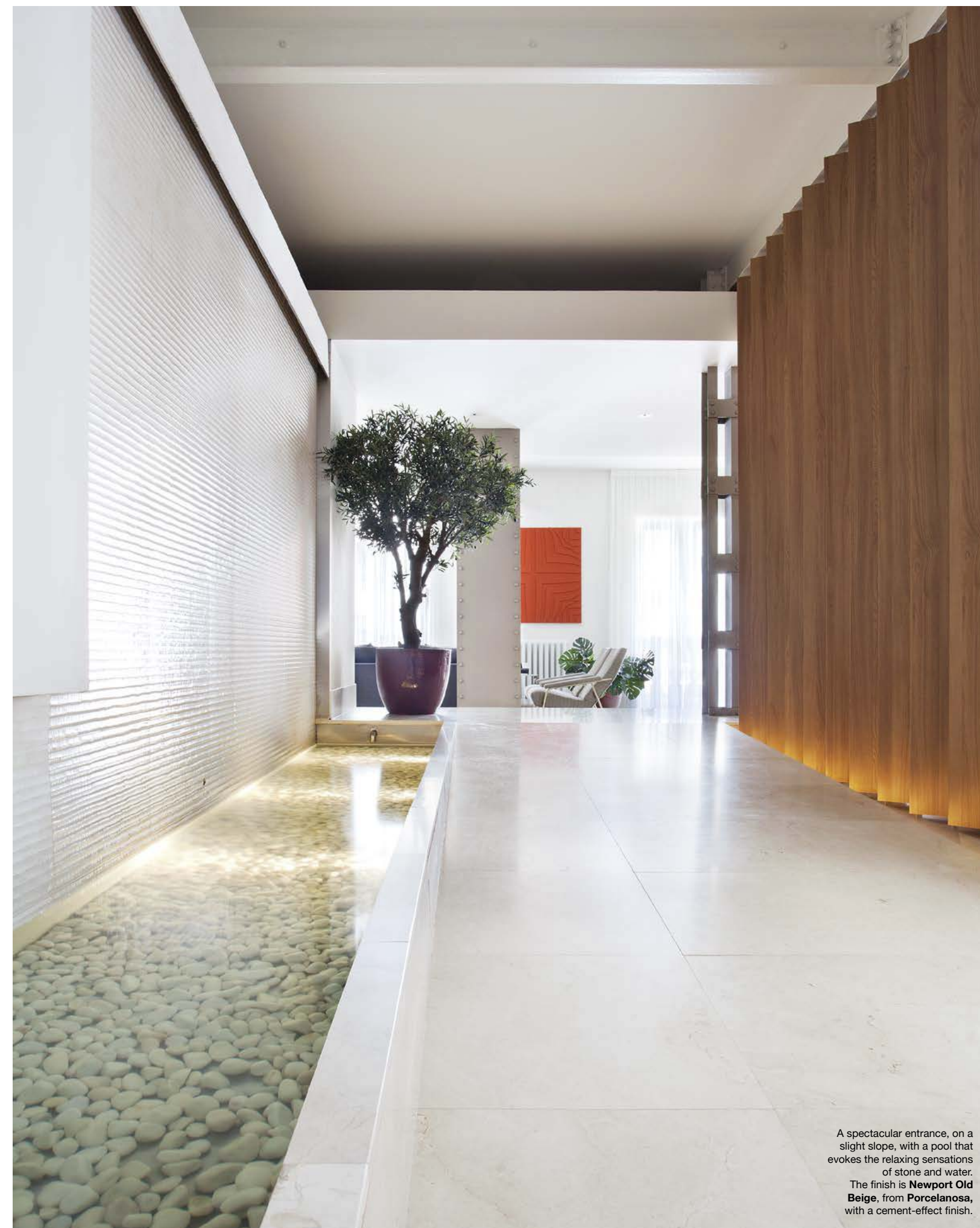
Photos: NACHO URIBE SALAZAR



A contemporary home inspired by the entrepreneurial character of the owner and his requirements for functionality, creativity and vitality. The reform is a total transformation that maintains the industrial essence of the original building and maximises the feeling of spaciousness throughout. This renovation has achieved a multipurpose and multifaceted liveability. The space is partitioned for greater functionality: the walls are cupboards; the corridors, pools and the fireplace, a kaleidoscope of mirrors that reflects the fire and decorates the main area. All this with the utmost respect for functionality, as is usual in the Ruiz Velázquez studio, which has relied on the **PORCELANOSA Group** for the meticulous selection of materials.

The apartment is internally structured in a circuit arranged in such a way that the rooms are hidden behind frameless doors, integrated into continuous wooden panels. The resulting space maintains the privacy of each room and is perfectly connected by corridors, where the natural light coming from the building's courtyards achieves the desired effect: a luminosity that extends towards the façade, in the main area of the house.

The reorganisation of the layout and distribution of the apartment leads from the interior to the exterior façade by means of three central axes or corridors that are differentiated and connected. These are presented beautifully finished in enveloping white colours and warm natural oak wood from



A spectacular entrance, on a slight slope, with a pool that evokes the relaxing sensations of stone and water. The finish is **Newport Old Beige**, from **Porcelanosa**, with a cement-effect finish.

L'AC, the material used in all the floors: the entrance, the living room, the dining room and the different bedrooms.

The first corridor has two large historic windows framed in black, which break the aesthetic and connect the space with its origins and with its continent, giving light to the entrance. A slight ramp leads to the main open space that makes up the living room, the open kitchen and the dining room. This is the largest space in the house, by express decision of the owner and to suit his lifestyle. The ramp starts on a platform and becomes a small longitudinal pool parallel to the wall, with a flat water level and filled with white river stones. The pool is fed by water from the wall. It is finished in material by **Porcelanosa**. This ramp leads to the raised area that opens onto the living room space. A real olive tree, as a metaphor for life, and half-open wooden slats lead to the kitchen, integrated into the living room, and at the same time separate it from it.

The main area is a continuous space that extends horizontally and parallel to the light offered by the façade and its windows. In counterpoint, raised on the platform, is the kitchen, which is elevated as if in an internal balcony, giving great visibility. The kitchen is separated by a large marble slab which can be seen from the outer side of the space. From the inner side, it becomes a functional piece of furniture, designed with the warmth of wood, which allows convenient access to both the dining room and the living room.

The other two axes that shape the interior circuit of the house also play with the two central elements shared by all the interior decoration and are combined in a unique and different way in each of the apartment's five bedrooms. The pure and spacious white of the marble and the warm wooden strips that run along walls and ceilings give an enveloping symmetry to the rooms. All the floors have used natural woods from **L'AC**. The planes of wood are also modulated to create headboards, wardrobes or hidden



The floors in the dining room, living room and bedrooms have been finished in natural oak wood **Advance 1L Light** from **L'AC**. The warmth that this material brings to the whole is noticeable, increased by the arrangement of the different rooms which extend towards a meeting that makes the whole home a beautiful and homogeneous space.





Natural oak wood **Advance 1L Light** from **L'AC** that extends from the living room to the bedrooms, dressing rooms and bathrooms of all the rooms. The bathroom fittings are all from **Noken**, with rounded washbasins that bring a very special ergonomic design to the whole.



Héctor Ruiz Velázquez was born in Puerto Rico and is the founder and CEO of Ruiz Velázquez Architecture & Design Team. He arrived in Europe in 1992 with a Masters in Architecture from the University of Virginia, USA. He has also held studio professorships at the universities of Harvard, Columbia and Politécnica de Madrid, as well as at the Academia de Andrea Palladio in Vicenza, Italy. In Spain he worked with Rafael Moneo, and later in the studio of Alberto Campo Baeza, until opening his own studio. Proyectos Ruiz Velázquez is closely related to the development of a theoretical basis in architecture that seeks to create emotion. In the last five years, he has lectured in this topic at national and international institutions. He is also a visiting professor at several universities and public institutions in Spain, Colombia, Panama, Mexico, Germany, the Netherlands, Switzerland, the United Arab Emirates and Japan.

doors, in addition to differentiating between uses in shared spaces, such as bathroom areas integrated into the bedrooms.

The master bedroom is located on the opposite side of the living-dining area and faces the front of the building. It has three different areas that are separated by two white cubes—as in the bedroom and the bathroom—with materials from **Noken**, presided over in the centre by a magnificent bathtub. A dressing room made of wood reproduces the same compact and warm natural element used in the other rooms.

The architect's intention with this project has been to modulate the connection between rooms in an innovative way, giving spatial continuity and functionality, but maintaining privacy. This has been possible by understanding and paying attention to how users move or could move in this type of space, seeking the breadth of environments, sensations, light.

The choice of materials was key to the result achieved in this home where luxury, comfort and interior architecture reach excellence. ✎

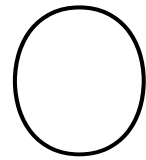


Exclusive luxury on the beaches of the Caribbean

Tropical breezes envelop the new Lopesan Costa Bávaro Resort, Spa & Casino in Punta Cana. Looking out over the Caribbean, this major hotel complex has a commitment to exclusivity and an attractive, contemporary design.



The hotel chain Lopesan Hotel Group, which originated in the Canary Islands, has opened its first resort in the Caribbean. It is a spectacular 5-star hotel on the magnificent Playa Bávaro in Punta Cana and has 1,042 rooms, seven swimming pools, an infinite beach and 110,000 m² of gardens. The complex has a U-shaped structure, guaranteeing spectacular views from all rooms. Due to their quality and innovation, various brands from the **PORCELANOSA Group** have been chosen for the public areas, the rooms and the suites.



On the east coast of the Dominican Republic, where the Atlantic meets the Caribbean Sea with the gift of bright blue waters, the Spanish hotel chain Lopesan Hotel Group has just opened its new resort, Lopesan Costa Bávaro Resort, Spa & Casino. The first of the group in the Caribbean, it is one of the biggest all-inclusive hotels in Punta Cana, with 20,000 m² of surface area dedicated to leisure, shopping, restaurants and entertainment in The Boulevard, with a nightclub, casino, water park, various beach clubs, a theatre, bowling, seven fresh water pools and special areas for children and young people.

The American architecture studio HKS is the mastermind behind the project, which draws inspiration from the essence of the location to create an evocative environment that is both elegant and welcoming. The rich cultural identity of the Dominican Republic shines through in the design of all the spaces, from the public areas to the bedrooms, with hints of the Canary Islands, where the iconic hotel chain originated. All this is combined with the local touches provided by materials that are the key elements of traditional Dominican architecture, such as wood, coral stone and cane. The landscape design, and the design of the infinity pool next to the spectacular beach, is the work of another American studio, EDSA.



Clockwise, the mosaic in shades of blue on the bar of the Unique Beach Club is one of the decorative finishes from **L'AC**. In the restaurant El Asador, the floor has been finished in ceramic parquet **Par-Ker** from the range **Oxford Cognac**, by **Porcelanosa**. The bathrooms in the public areas have walls finished in **Dubai Bronze**, by **Porcelanosa**, and floor tiles from the collection **Bhutan**, by **L'AC**. In the colonial style buffet dining room, the finish **Oxford Cognac**, by **Porcelanosa** has been used.

With a total of 1,042 rooms and suites, the complex is divided into three different areas, with the aim of providing each customer with the perfect service: the Lopesan Costa Bávaro Resort, Spa & Casino has been created to be enjoyed by the whole family, with spaces designed for children; the Adults Only Club is ideal for couples, with a more intimate and peaceful atmosphere; and, finally, the Unique Club, with exclusive accommodation, facilities and services.

The companies of the **PORCELANOSA Group** are featured in the decoration of all the rooms and suites, which have floor tiles from **Porcelanosa** and **Urbatek**, and all of which have external balconies and patios. To ensure high quality finishes, all the floor and wall tiles have been installed using the positioning and fixing materials from **Butech** recommended by the **PORCELANOSA Group**. The light and airy rooms have high-quality finishes and an attractive play of textures harmonise with their neutral colour palette. The bathrooms, with taps and bathtubs from **Noken** and tiles from **Porcelanosa**, are true temples of well-being, in keeping with the comfort and relaxation offered by the entire resort, and are the best possible counterpoint to the landscape that this Dominican beach offers. ✂



Clockwise, the suite Unique Corner One Bedroom, with ocean views, uses **Porcelanosa** flooring. The same collection has been used for the terrace in order to give continuity to the room. It has direct access to the swimming pool, paved using the porcelain floor tiles **Morse Beige Nature** by **Urbatek**. The taps and shower fittings are from the collection **NK Concept** by **Noken**. The tiles in the bathroom and shower, as well as in the bedroom, are **STON-KER®** by **Porcelanosa**. Shower tiling in **Ona Blanco Mate**, by **Porcelanosa**, together with **NK Concept** taps by **Noken**. The bathroom of this suite has floor and wall tiles by **Porcelanosa**. The bathtub **Lounge** and the taps **NK Concept** are by **Noken**.

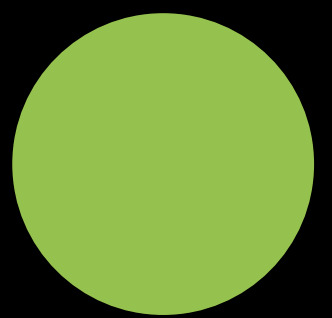


In Hyde Park, every street will have its own character. The main avenue has been designed as a tree-lined boulevard, with wide pavements dotted with shops and restaurants. The courtyards and interior connections will encourage walking, cycling and social contact.



A new urban planning concept is born

In 2025, the Amsterdam metropolitan area will open a new neighbourhood that will change the concept of the urban community: Hyde Park. It will occupy an old office park in Hoofddorp and will have up to 4,000 homes for sale and rent. The innovative design of the exterior architecture and of the interiors, the wide balconies and rooftops, and the profusion of public spaces guarantee the human and sustainable dimension. It will be a place to meet up and to live together, with good communications, close to the local train station, 4 minutes from Schiphol airport and 23 minutes from the centre of Amsterdam.



Help your workforce
see eye to AI.

Deloitte.

The companies from the **PORCELANOSA Group** will feature in the interior design of the homes, which will use the porcelain tiles **Bottega**, in finishes **Acero** and **Caliza**, and marble tiles **Carrara Blanco**, both by **Porcelanosa**. Also used will be the collection **Urban** by **Porcelanosa** and the ceramic series **Artic**, also by **Porcelanosa**, which will add its luminous marble appearance. Finally, the designers have also chosen the metallic mosaics **Gravity Aluminium Trace** and the slate pieces **Delhi Pulido**, both by **L'AC**, as well as the large format porcelain **Savage Dark Polished**, by **Urbatek**.



The Hyde Park development plan is the work of Winy Maas, an architect and urban planner from the company MVRDV. The design of the apartments has involved other prestigious studios, such as MVSA, Team V, Barcode and Studionedots. From a distance, the buildings will look like a series of cliffs rising above the polder (land gained from the sea), where the green of the park will extend into roofs and courtyards. Sustainable and innovative buildings that will be finished internally and externally using pieces and elements from **Porcelanosa**, **L'AC** and **Urbatek**. ✓



Think about
all the good
things that
can happen

www.grupocatalanaoccidente.com

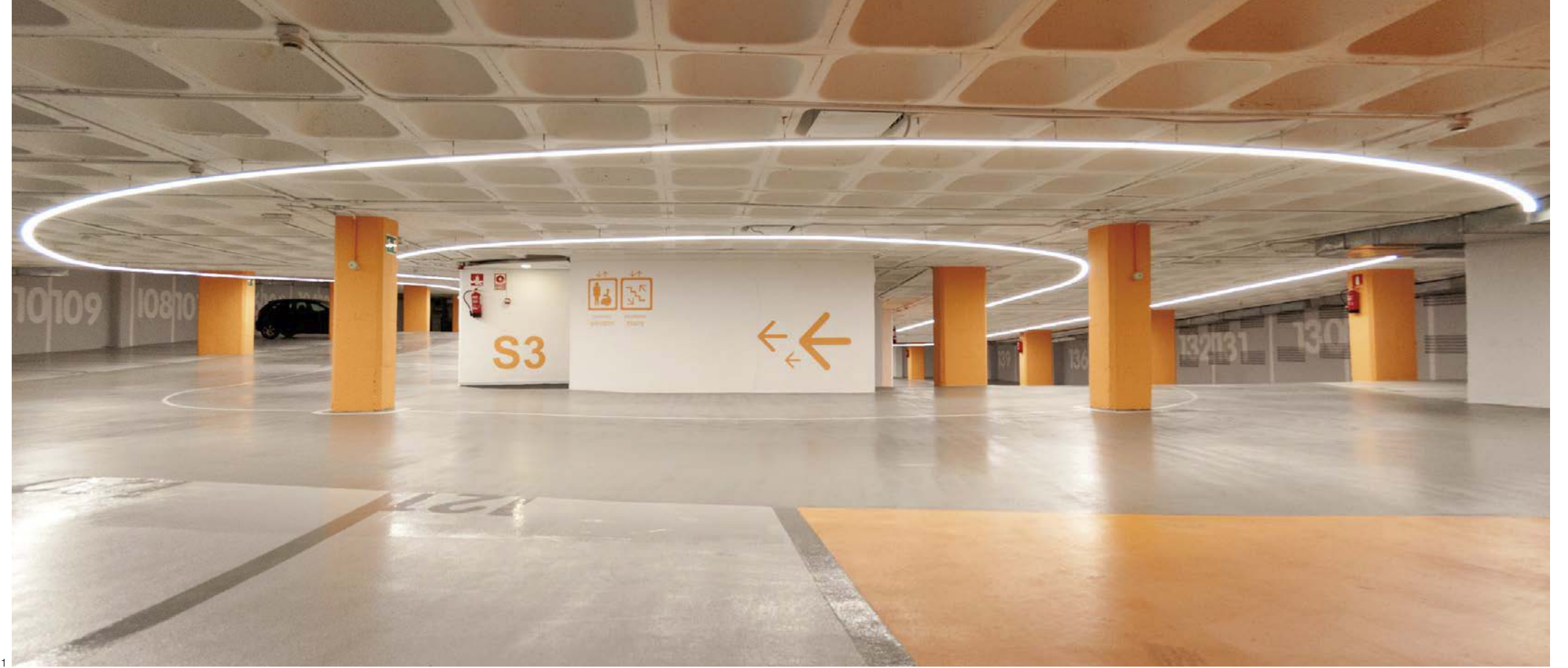
Trust makes your life better

At Grupo Catalana Occidente we build trust. Because trust makes us think about all the good things that can happen. Because trust means reaching further.

Craftsmanship and innovation as distinguishing features

Susana Sancho and Vicente Porres are the soul of Noviembre Estudio, a true laboratory for ideas that, for the last 12 years, has been delighting us with its contributions to industrial and interior design, as well as work in the fields of marketing and creative direction. High levels of ingenuity characterise this innovative duo, whose paths joined in 2006 when they met while both participating in Casa Decor. Two years later they founded their own studio in Madrid, where the fusion of their talents has been key to their creations. Susana, who has a degree in Fine Arts and is a specialist in antiques and restoration, delves into craftsmanship and manual creation and pays special attention to detail. Vicente, on the other hand, trained in industrial design; familiar with techniques and materials, he brings his values to the creation of new designs in a

1. Underground car park designed for Inmobiliaria Colonial in Madrid. Continuous LED lighting, exclusive design and cutting-edge technology.
 2 and 3. Interior designs with ingenious and contemporary solutions in the planning of the staircase in this private home in the Madrid neighbourhood of Cuatro Caminos. Bathroom with bathtub from the range **Arquitect**, by **Noken**.
 4. Renovation of the lobby and common areas of an office building in Madrid. White floor **Persian White Pulido** by **L'AC**.
 5. Offices of Inmobiliaria Colonial in Madrid. The floors are **Morse Grey** by **Urbatek**.



perfect balance between aesthetics and functionality. Both complement each other in a creative blend that they call *soft and gentle eclecticism*, which draws on the authenticity of the trade and avoids artifice and superfluous elements. Thanks to this very personal formula, they have created iconic spaces and products, such as the h2o wineskin and other projects that combine innovation and creativity with traditional references and craftsmanship. Products and spaces that redefine the established and offer new solutions based on a coherent aesthetic which is customised for each situation.

6. Spiderlegs collection of sculptural outdoor lights.
 7. The h2o wineskin is the reinvention of the traditional wineskin, adapted to be enjoyed with a contemporary touch.
 8. Susana Sancho and Vicente Porres, creators and owners of Noviembre Estudio. Photo: Ana Ruiz.
 9. The original drinks cabinet Mr Cervus, winner of the Young Designer Talent Spain award in 2013.



6

This interdisciplinary studio is made up of a team of interior designers, architects, engineers, industrial designers, graphic designers and programmers who approach projects from a global perspective, without losing sight of utility and authenticity.

Over its lifetime, Noviembre Estudio has grown exponentially and has been recognised with numerous awards, such as the Emporia de Plata 2019 for the best installation of a temporary non-travelling exhibition, the Project of the Year Award 2015 for its design of the panoramic cabin Studio, the Delta de Plata 2013 from the ADI-FAD for the h2o wineskin, and the Young Designer Talent Spain 2013 award, presented by the magazine *Elle Decor* for the drinks cabinet Mr Cervus. Other important accolades for the studio come from the exhibitions in which they have participated around the world, where they demonstrate what they call *metadesign*, a concept they define as “a conceptual framework where design is not only made, but also negotiated, lived, it is design at another level.”

From the point of view of interior design, Noviembre Estudio has specialised in the interior architecture of corporate buildings and works to raise awareness in the estate agency sector about the design of spaces. With projects especially in

Madrid, Barcelona and Valencia, it stresses the importance of this discipline when it comes to differentiating or raising the value of a property, whether it is the lobby of the building itself, or the car park with all its finishes and signage. The results are spaces with character, where every detail counts. Another of the fundamental pillars of Noviembre Estudio in this type of project is sustainability, which they addressed back in 2014 with the 524 m² green roof for Inmobiliaria Colonial right in the Paseo de la Castellana and which led to the building being awarded the first Leed Gold in that avenue of Madrid.

With the objective of going beyond aesthetics to reach people, Noviembre Estudio is committed to design as something timeless, that transcends fashions and simple ideas to rest on a solid foundation of responsibility and practicality. “Thinking about how the present projects a future, visualising it, that is our job. Defining what will come and trusting in companies like the **PORCELANOSA Group** to accompany us on the way with sustainability, innovation and service.”



7

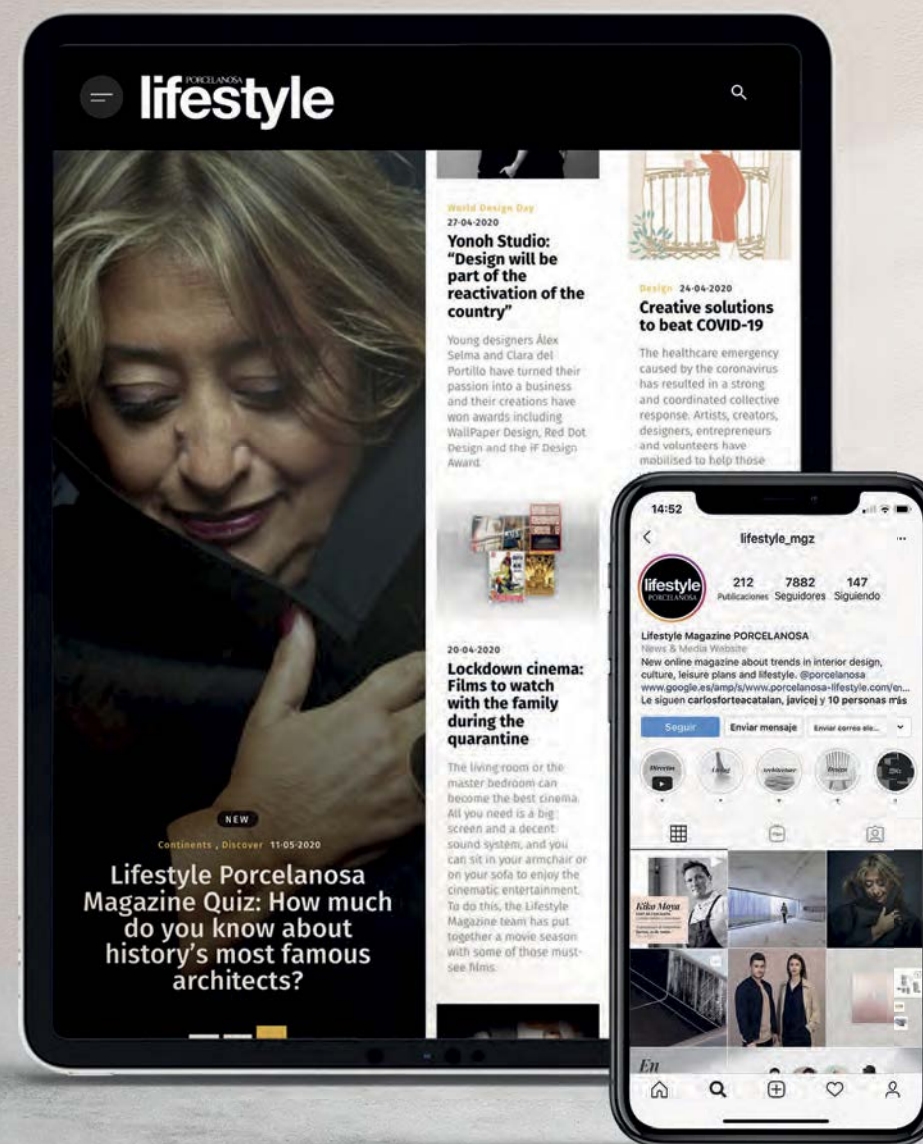


8



9

Discover the lifestyle universe



@lifestyle_mgz
 porcelanosa-lifestyle.com

Museum of the Grand Canal Hangzhou (China)



The proposal by the Swiss studio **Herzog & de Meuron** has won the competition to build a museum dedicated to the history and construction of China's Grand Canal—declared a World Heritage Site by UNESCO in 2014—in the city of Hangzhou, at the junction between the canal and the Hangang River.

Surrounded by water on three sides, the museum will have 50,000 m² of exhibition area, organised on two floors, and will be raised 12 metres above the ground, creating a large covered space below. The planned façade consists of large concave glass elements that resemble undulating water, “with the idea that the museum is reflected in the water and the water in the museum.” To interrupt the horizontality of its shape, the design is finished off by a vertical cone-shaped structure surrounded by a stepped façade. It will house a hotel, a conference centre, restaurants and the museum lobby. The design recreates the ideal classical Chinese landscape, with water in the front and a protective mountain at the back. **///**



The Grand Canal is the oldest artificial river in the world (more than 1,600 km long). The new complex will reflect on the importance of Chinese cultural and natural landscapes through a dialogue between the water and the museum.



Renderings: courtesy of © Herzog & de Meuron.



ALTISSIMA
STONE

l'ac
PORCELANOSA Grupo



PORCELANOSA Grupo
Aspen White Polished 2 cm (slab)
Pangea Polished 2 cm (slab)
Advance IL Marron 18 cm x 220 cm x 1,1 cm

fitwall™
MINERAL DECORATIVE PANELS

Fitwall™ is a material mainly composed of mineral. It is presented in the form of a panel designed for wall cladding, furniture and equipment.

KRION
PORCELANOSA Grupo

Wall cladding: Fitwall™ PALM · Mediterranean

krion.com