



# LIFESTYLE & PORCELANOSA

**ROGERS STIRK HARBOUR AND LUIS VIDAL DESIGN** THE NEW **NOKEN** COLLECTION/  
**FRAN SILVESTRE** DAZZLES US WITH HIS 'CASA DEL ACANTILADO' / **HBA** CONTRIBUTES ITS VISION TO HOTEL EXCELLENCE / **PORCELANOSA GROUP** SHINES AT CERSAIE.



**FOSTER AND PARTNERS DESIGN  
PORCELANOSA'S HEADQUARTERS IN NEW YORK**



<< **8 BEVERLY HILLS PARTY** Isabel Preysler and George Clooney share the spotlight at the opening of Porcelanosa's newshop in Los Angeles.



**12 PORCELANOSA PRIZES** Take a look at the competition rules of the 6th Architecture and Interior Design Awards for interior designers and architects, for both professionals and students.

**14 OPENINGS: PORCELANOSA, IN MANILA AND PANAMA** The Group opens a new showroom in the Philippines and continues with its expansion in South America by opening another shop in Panama City's most stylish area.

<< **18 FOSTER AND PARTNERS PROJECTS THE GROUP'S NEW HEADQUARTERS IN NEW YORK** The international architecture studio will restore the historic building in central Manhattan that Porcelanosa intends to use as its base of operations in the US. Norman Foster tells us how it will be designed and, in addition, he gives us an insight into his understanding of architecture and how he creates it.



**26 NEWS ARCHITECTURE**

**28 NEWS INTERIOR DESIGN**



<< **30 'A HOUSE OVER A CLIFF' BY FRAN SILVESTRE** Fran Silvestre Asociados' technical team designs a house that looks as if it were suspended in the air, its silhouette overlooking Altea's coastline. A perfect home for perfect surroundings.

<< **38 INNOVATIONS AT THE 2012 CERSAIE FAIR** The eight brands belonging to Porcelanosa Group present their new products at the International Fair on Ceramics for Architecture and Bathroom Fittings held in Bologna.

**50 A BRITISH HOUSE WITH A MEDITERRANEAN FEEL** In southern England, a surprising, modern home has enormous terraces as its distinctive outdoor feature, while materials from Porcelanosa are the star inside.

<< **56 'MOOD' IS BORN – A FUTURISTIC BATHROOM COLLECTION** Rogers Stirk Harbour + Partners and Luis Vidal + Architects have created MOOD, a modular bathroom collection using Krypton®, for Noken. Plus, the studio headed by Luis Vidal designed MOOD's line of taps: intuitive, functional and with a futuristic style.

**64 PORCELANOSA, AT LONDON'S SLEEP EVENT** Three of the five rooms participating in the 2012 Sleep Hotel Fair used materials from Porcelanosa Group, including the one chosen as the Best Hotel Room.

**68 INTERIOR DESIGN FIRM HBA RELIES ON PORCELANOSA** The world's biggest and most influential interior design firm, as well as the one with the most awards globally, uses the Group's materials for its new and luxurious projects in Asia.

<< **76 FASHIONABLE BARS WEAR KRION®** The perfect Solid Surface to create the best ambiances for bars, restaurants and hotels.



**82 PARQUE SANTIAGO, STATE-OF-THE-ART** A quality resort in the South of Tenerife.

**84 MATERIALS FOR A CASTLE** The Castell de Sant Marçal, dating back from the 12th century, is stylishly renovated by Lázaro Rosa-Violán with Porcelanosa Group's materials.

**87 PORCELANOSA IN THE WORLD**

<< **90 TALKING ABOUT...** The Galaxy Soho, in Beijing (China), designed by Zaha Hadid.





**COVER PHOTO:**

A CG image showing the interior of the new Porcelanosa headquarters in New York, designed by the Foster and Partners architecture studio.

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# Creativity, experience and precision

Talent, experience, a forward-looking approach and a visionary attitude are the keys to the doors of professional success. The architects and interior designers included in this LIFESTYLE issue are a reflection of the great expectations for 2013, a year when the eight brands of **Porcelanosa Group** present their innovations resulting from company product research and technological development.

Foster and Partners was the architecture studio chosen by **Porcelanosa Group** to design and renovate the Group's new headquarters in New York, a historical building dating from 1919 that is now the company's flagship store for the American market. In collaboration with Foster and Partners, an iconic project with global media impact is being undertaken.

Rogers Stirk Harbour + Partners and Luis Vidal + Architects are the designers of MOOD, the new bathroom collection for Noken. Young Spanish architect Fran Silvestre demonstrates that creativity is limitless with his very beautiful project House over a Cliff. HBA, a group of interior designers who have carried out important work all over the world, verify that quality should be combined with the sensibility and synergy of spaces, the environs and energies.

All of them work with **Porcelanosa Group**, who thus consolidates its ability to accept new challenges with the reliability and self-confidence of a leader.

## NOW IN BEVERLY HILLS

This past 5th of October, **Porcelanosa** opened its first shop in Beverly Hills, Los Angeles, throwing a party whose guests included actor George Clooney, top model Cindy Crawford and Isabel Preysler.



In the purest Hollywood style actor George Clooney (*opposite*), top model Cindy Crawford and Isabel Preysler (*above*) – accompanied by her children Julio, Chábeli and Ana (*left below*) – posed for Porcelanosa. On the occasion of the opening of the group's new shop in the USA, Manuel Colonques posed for the photograph with the American actor.



The presentation – red carpet and all – of the new **Porcelanosa** shop in Beverly Hills took place in L.A.'s most exclusive neighbourhood. The showroom, with a surface of 850 square metres, is located in a new building on Beverly Boulevard, in the district where the most exclusive interior design shops in the city are concentrated, in addition to many *haute couture* shops.

The launch was attended by actor George Clooney, top model Cindy Crawford and Isabel Preysler who was accompanied by her children Julio, Chábeli and Ana. An event that **Porcelanosa Group** took advantage

of to show its commitment to solidarity and active collaboration by making an important contribution to the project led by George Clooney in the Sudan. The country's areas of conflict are monitored via the Satellite Sentinel Project which ensures that the attacks and atrocities perpetrated there come to light for the authorities in charge of the protection of human rights ([www.satsentinel.org](http://www.satsentinel.org)) to intervene as quickly as possible. A reciprocal collaboration if we take into account



that the actor's regular involvement with **Porcelanosa Group** has been going strong for seven years already.

Luxury guests were accompanied by representatives of the Spanish ceramics company like Silvestre Segarra and Manuel Colonques, for whom Isabel had words of praise for their entrepreneurial work and for putting the name of **Porcelanosa** "on such a high level in the international sphere". In fact, the Group has been present in the United States since 1986 and today has 18 shops and five logistical centres, modern facilities with more than 300 professional employees. In addition, it is present in America through a network of



over 600 authorised distributors. The firm is a benchmark in the country, with products valued for their high standards of quality, and it is a member of the American Institute of Architects, the American Society of Interior Designers and the US Green Building Council.

Continuing with its expansion in the USA, **Porcelanosa Group** has just acquired a six-floor building on NY's Fifth Avenue whose redesign is in the hands of the Foster + Partners architecture studio. Its completion is expected by the end of next year. ✂



**Solidarity and collaboration**

During the event, Isabel Preysler gave a donation on behalf of **Porcelanosa** for one of the projects of solidarity led by the actor.

**Family photo** George Clooney and Cindy Crawford posed next to Isabel and her children Julio, Chábeli and Ana. **Luxury guests** (left below) Vigen Amirian (Glendale Tile Company), Isabel Preysler, Todd Amirian (Glendale Tile Company), Aaron Henkle. And (right below) Stacey Keibler, Chábeli Preysler, Julio Iglesias, Jr., Ana Boyer, Isabel Preysler, George Clooney, Silvestre Segarra, Manuel Colonques, Cindy Crawford, Rande Gerbe.



## THE PORCELANOSA COMPETITION

**T**he 6th edition of the Porcelanosa Awards is already looking ahead to next May 30th when one of the most important prizes in the sector will be given. Registration began last 22nd November, and this firm from Castellón hopes to have the same success as last year with over 250 entries. The registration deadline is next 8th April, and comprises its two usual categories:

– Executed Projects; which gives awards for the best work done between January 2011 and February 2013 with materials from any of Porcelanosa Group's firms.

– Projects for the Future; which outlines an interior architecture problem in the design of a restaurant and its different spaces. This category is divided into two subcategories: students and professionals.

Prior registration should be done via the competition website ([www.porcelanosa-interiorismo.com](http://www.porcelanosa-interiorismo.com)), and it allows participants to download the textures and 3D blocks that must be used for the project. In addition, and as in previous editions, Porcelanosa Group will award a prize to honour the most outstanding professionals in the sector – a prize that has already been received by people such as Carlos Ferrater, Patricia Urquiola and Álvaro Siza.

For further information, download the rules of the 6th Architecture and Interior Design from: [www.porcelanosa-interiorismo.com/certamen/bases.html](http://www.porcelanosa-interiorismo.com/certamen/bases.html).



# 6th ARCHITECTURE & INTERIOR DESIGN AWARDS

30th May 2013 in Madrid.

For Interior Designers & Architects.

Categories for Professionals and Students.

Designs to be submitted by 8th April 2013.

More information available in

PORCELANOSA showrooms or  
[www.porcelanosa-interiorismo.com](http://www.porcelanosa-interiorismo.com)

# 2013

## PORCELANOSA Grupo

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## FIRST SHOP IN PANAMA

**W**ith a new shop in Panama City, **Porcelanosa Group** continues its commercial expansion in Latin America. The new showroom, which opened last summer, is located in the modern PH Oceania Business Plaza Torre 1000 building in Pacific Point, one of the most popular areas in the Panamanian capital.

The Argentinean top model Valeria Mazza and Venezuelan singer Carlos Baute, accompanied by his wife Astrid Klisans, attended the opening of this new showroom, as did many people from the national and international media. Among the public at this event, which brought together almost 800 guests, were **Porcelanosa Group's** directors and VIPs as well as many big names from the business and social worlds and well-known Panamanian architecture and design firms. **✍**



**PH Oceania Business Plaza Torre 1000 in Pacific Point**, a building with a contemporary design located in one of the most popular areas of the Panamanian capital, was the place chosen by the company to install its new headquarters and where the group's brands are already exhibiting their products. A 700 square metre point of sale that also has an area devoted to professionals.



### A successful presentation

*(Right)* Antonio García, the Spanish consul in Panama and his wife Claudia Gurisatti next to Astrid Klisans, Silvestre Segarra, Valeria Mazza and Alejandro Gravier.

*(Below)* Architect Alfonso Pinzón Lozano, Eliana Bartulessi, Marco di Nicola (the new showroom's Managing Director) with his daughter Stefania, Pablo Ruiz (Urbatek), Diane Segura and Alan Pinzón.

**An elite photocall** *(Far right)* Alejandro Gravier, Valeria Mazza, Astrid Klisans and Carlos Baute.



## MAGNIFICENT AMBASSADOR TO THE PHILIPPINES

**O**n the occasion of the opening of **Porcelanosa Group's** first shop in the Philippines, Isabel Preysler returned to her homeland to act as ambassador for the brand she has represented for 30 years. An opening she attended with her daughter Tamara Falcó, for whom it was her second visit to the town where her mother grew up, and was surprised by the spectacular change undergone in the capital since her previous visit. Also accompanying her was Cayetano Rivera, who is taking advantage of his temporary retirement from the bullring to travel and discover new places, as well as to devote his time and effort to a philanthropic project to help very underprivileged children.

At the official event of the opening of the

new **Porcelanosa** shop in the Infinity Tower, an imposing skyscraper in the financial and shopping centre of the city of Manila, Isabel was surrounded by her family and friends, and by the Directors of the Spanish company – with this opening, they expand their presence in Asia, where they already have shops in 30 countries.

Porcelanosa's new showroom is in a modern location in the Fort Bonifacio area, a very frequented district in the city of Manila that in recent years has experienced an extraordinary retail boom. It comprises around 1,000 square metres showcasing the firm's most exclusive creations in ceramic, stone and wood flooring and cladding, and kitchen and bathroom fittings. ✂



Several guests accompanied Isabel at the opening (*above right, clockwise*): Jorge Domecq, Spanish Ambassador to the Philippines, Feliciano Belmonte, Chairman of the Philippine House of Representatives, Jay Ong, Chairman of Casa Europa, her daughter Tamara Falcó and Silvestre Segarra, Vice President of **Porcelanosa**.

Isabel (*above right*) was a perfect hostess at the event, and was accompanied by Jaime Zobel de Ayala, Honorary President of the Ayala Corporation, and his wife Beatriz Miranda Barcon Zobel de Ayala (*on the right*).



*Above*, Isabel, Tamara and Cayetano at the event.

The previous evening,

**Porcelanosa** offered a dinner (*left*) to celebrate the launch of the company in the Philippines and which was attended by the Spanish Ambassador to the Philippines, Jorge Domecq. At the dinner Isabel met her family and old friends again, as well as some of the country's most important businessmen. *Clockwise*, James Ong and his wife Carmen Jiménez Ong, Cayetano Rivera, Raúl Martínez, Isabel Preysler, Silvestre Segarra, Tamara Falcó and Menardo Jiménez.





***“Architecture  
is a social art,  
a need, and not  
a luxury.”***

Photo: Manolo Yllera

The **Foster & Partners** architecture studio has undertaken the redesign of **Porcelanosa Group’s** flagship headquarters in New York

**Text:** ENRIC PASTOR

With thanks to architects TABA RASTI and PABLO URANGO LILLO

# GREAT EXPECTATIONS

**B**ehind the neoclassical façade dating from the early 20th century, work has begun at NY’s 202 Fifth Avenue to convert a historical building, the former Commodore Criterion, into the new **Porcelanosa Group’s** headquarters in the United States. In charge of the work is the Foster + Partners studio, headed by Norman Foster (Manchester, 1935), a global, ambitious and punctilious architect who works on all scales and on all continents, designing everything from glass office desks or the new London buses to wineries in Alava, Spain and gigantic airports like Beijing’s or futuristic cities like Masdar in Abu Dhabi which he has planned. Ever since the Hong Kong & Shanghai Bank building – the skyscraper that launched him to fame – his projects span the entire world (in over 20 countries) and are built with masterstrokes, no ornamentation and high-tech materials. “The projects of which I am fondest are those on which I am working at each particular moment,” he says. The new **Porcelanosa Group’s** American headquarters, on six floors and measuring 2,000 square metres, in front of the iconic Flatiron Building, will be an ecological, flexible and innovative structure. The project, by Foster & Partners, will preserve the neoclassical original façade which is on the listed buildings register of New York City, and will be gutted in order to create a more dramatic and dynamic layout. It will hold not just display

and shop areas, but also social-event and office spaces and will be completed by the end of 2013. The architect himself tells us about the key things of this transformation.

**The building is located in an iconic area of New York and in front of the Flatiron. Does this site pose a particular difficulty or is it an incentive?** We have worked on several high-profile sites in New York City, and each offered its own possibilities. This building is in a fantastic location, close to the junction of Fifth Avenue and Broadway, and in front of the Flatiron.

**What is the greatest challenge posed by**



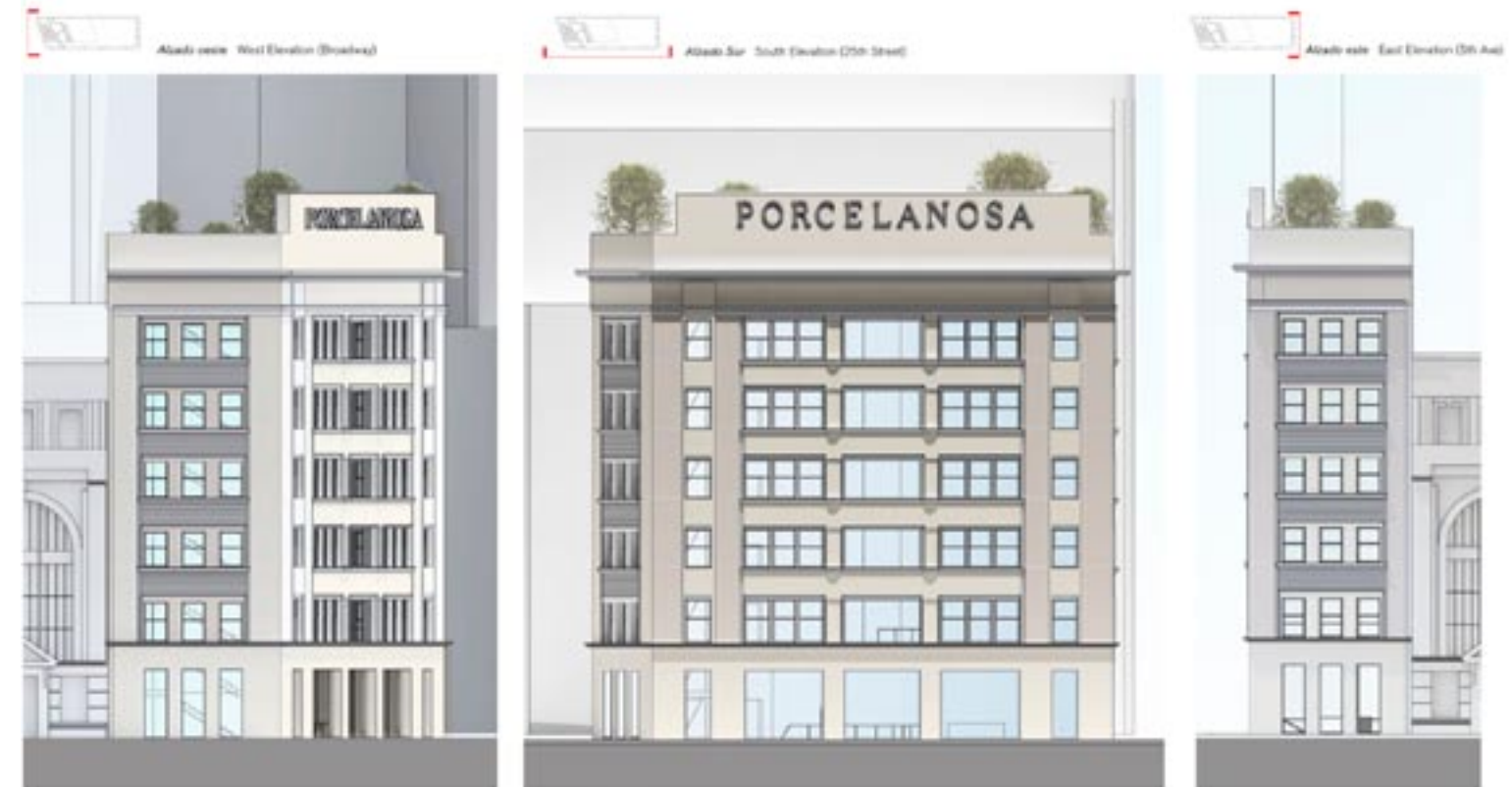
**Porcelanosa's headquarters?** In the same way that many other New York buildings from the same period, the old Commodore Criterion has a repeated stack of identical floors, up to six – which is not the ideal layout for a showroom. Our main challenge was to work within the structure of this listed building and to alter its interior. The design will create new visual connections between the layers that form the floors and also a great variety of spaces, with a succession of dramatically interconnected levels.

**Is it related in some way to any of your previous projects – for instance, the interior**



The interior of the new **Porcelanosa** headquarters in New York (opposite) will be laid out in spaces and on different levels interconnected in such a way that a visual link among them is achieved. The different heights will be visible through the conserved terracotta façade. The project includes an events area on the ground floor, while another one with a more public function will be on the top of the building with views of Madison Square Park and the Flatiron Building (left). Foster

and Partners will conserve the neoclassical proportions of this listed building dating from 1919 (below), but they will drastically alter its interior with an innovative design of different heights – ideal to showcase the products of **Porcelanosa Group's** eight brands.



***“The projects of which I am fondest are those that I am working on at each particular moment. All pose demanding challenges and also opportunities for innovation.”***

**design of the Asprey shops?** Our designs for the Asprey boutiques in New York and London integrated a contemporary interior within an existing building. The shop windows reflect both the Asprey brand and its location on Bond Street and Fifth Avenue. It is an interesting reference, but each job is special for its location and purpose. In this sense, **Porcelanosa** is nothing like these projects.

**What is the key to this project?** Its transverse section. By preserving the existing framework and disrupting the vertical recurrence of floors, the design will create a new and dynamic sequence of spaces of different heights. These will be evident through the conserved terracotta façade, bringing life to its exterior.

**Does the redesign of an existing building limit creativity? Have you had many limitations due to it being a listed building from 1919?** Architecture is always a response to restrictions and challenges, and the more defined these parameters are the better the result often is. Our starting point was the restoration of its exterior, restoring it to the original design. The interior redesign will be a contemporary, light and bright counterbalance.

**In a sense, you have always been concerned about the people using your buildings enjoying natural light and recreational areas, like in the Hong Kong & Shanghai Bank and Berlin's Reichstag. How is this principle achieved at Porcelanosa's flagship headquarters?** Recovering the original façade has allowed us to create new openings so that natural light floods into the two new and important public spaces. Our design includes a flexible events area on the ground floor and another, even more public area, on the top of the building with views of Madison Square Park and the Flatiron.

**What do the building's neoclassical style and the clean lines of the façade suggest to you? Have you used them as patterns for your redesign?** Our approach stresses the neoclassical proportions of this listed building. The interior alteration is spatially important, creating a seamless, open layout, and also important from an ecological point of view as it affords us the opportunity to radically improve the energy performance of this 1919 structure. A highly insulating cover will reduce carbon emissions by 50% and new systems will generate natural cooling and 40% savings in water. Half of the construction waste will be recycled. The sum of these measures will give this building a Gold LEED rating and certification of sustainability. The ECO tap range by Noken (**Porcelanosa Group**) will help maximise the efficient use of water.

**Your style is always faithful to high-tech and to a technological manner of viewing architecture. How will this be reflected in this project?** I have always disowned styles.

Photo: Manolo Yllera

***“I know Porcelanosa from several former projects in Spain, but executing this project has given us an in-depth knowledge of the company, its brands, materials and products.”***



Labels such as 'high-tech' are fabrications used by journalists. Rather, my work focuses on research, on meeting people's needs, on a commitment to quality and on finding the best solution. With **Porcelanosa** there have been two exploratory paths: learning about the building, its surroundings and urban context, and learning about the company's organisation and goals.

**How will you integrate Porcelanosa's materials and products into the building's spaces?** This is a very flexible layout. Each floor will hold a wide range of exhibition systems in order to show the different uses of **Porcelanosa Group's** materials, accessories and furniture. We have also tried to integrate these materials into the construction of the building.

**Please tell us about your relationship with Porcelanosa.** I know **Porcelanosa** from several previous projects in Spain, but undertaking this project has given us an in-depth knowledge of the company, its brands, materials and products.

**How do you begin each project?** We always start by doing lots of research and exploration. We visit the place, analyse the weather and study the culture and traditional architecture of the area. We talk with many different people who will use the building so as to fully understand their needs and objectives. In order to be a good architect you have to be able to listen and to ask the proper questions. Architecture is always a response to a series of needs; the clearer they are formulated, the better the result will be.

**Do you feel more comfortable when redesigning or when building from scratch?** I do not establish differences between these two branches of our work. Both involve a combination of architecture and design.

**What can architecture offer to our societies beyond plans and buildings?** I passionately believe that architecture is a social art, a need and not a luxury; that its concerns are quality of life and contributing to people's wellbeing. This search for quality also encompasses infrastructures: train stations, airports, certain places that we often underrate but that have a big impact on our lives. Great architecture can be edifying and transform our daily lives.

**What would be your advice to architecture students?** They should be passionate and fully committed.

**How many projects are you involved in right now?** As the Chairman of the Design Board, I work on each and every one of my office's projects.

**How are your London and Madrid studios organised – the latter, directed by your partners Taba Rasti and Pablo Urango Lillo?** They are based on excellent people and teams. There are many mobility options within our global work network, and our team is equally

international. Our studios guarantee that we can be working on each project "on site", no matter where it is.

**Has today's crisis changed the way of creating architecture?** The phrase "doing more with less" has never been more relevant whether from an environmental or an economic point of view. My own experience is that hardship and difficulties sharpen one's skills and drive. Some of the best buildings have emerged from the harshest economic conditions.

**Has your style evolved over the years?** My work is still evolving and in this sense I still consider myself a student. When I travel I keep on learning about old and local building traditions, about "architecture without architects" that has fascinated me for as long as I can remember.

**Is the same care given to all projects now that you have hundreds of employees and you do not have to stay awake all night?** Yes, they are all equally taken care of. Fortunately, I sleep peacefully.

**You keep receiving assignments and awards at a time when showpiece architecture is being questioned. How do you explain this?** I think that the answer is in your question: we do not make architecture to show ourselves off. Rather, we are motivated by people and their needs. We also want to understand and reinforce the culture, history, traditions and identities of the different places. It's right to question any kind of architecture that ignores its context. ✎



Some of his most representative works: **1.** The Reichstag Dome for the new German Parliament, Berlin, Germany 1992-1999 (Photo: Rudi Meisel). **2.** Swiss Re HQ, 30 St Mary Axe, London, United Kingdom, 1997-2004 (Photo: Nigel Young / Foster + Partners). **3.** Portia Winery, of Faustino Group, Burgos, Spain, 2007-2010 (Photo: All rights reserved). **4.** Beijing Airport, Beijing, China, 2003-2008 (Photo: Nigel Young / Foster + Partners). **5.** Millau Viaduct, Millau, France, 1993-2004 (Photo: Nigel Young / Foster + Partners). **6.** 'Camp Nou' Stadium of Football Club Barcelona, Barcelona, 2007 (Photo: Foster + Partners).



**6 THE GLOBAL ARCHITECT**  
From La Rioja to Boston, from Kuala Lumpur to Abu Dhabi, the sun never sets on Foster's empire: he works in 150 cities in 15 countries opening offices wherever his works are erected. "I believe that the quality of our surroundings can improve our quality of life," Norman says. This is reflected in his bright Riverside studio in London where 40 languages are spoken and which is open 24 hours a day, seven days a week. His work comprises infrastructures, buildings and products, from airports to a small door knob. This year he finished, among other projects, the Aldar Central Market in Abu Dhabi, a modern Arab souk crowned by three towers; the Anfa Place resort and business centre that links the city of Casablanca with the Atlantic coast, the Cathay Pacific airlines VIP Lounge in the Hong Kong terminal – reinventing the glamour of travelling – and the ultra-sophisticated The Aleph residential development in Puerto Madero (Buenos Aires). He will start 2013 with two lofty projects: the expansion of the Queen Alia airport in Amman and the Spaceport America in New Mexico, the first spaceport from which commercial flights to space will take off (who knows whether Foster, an expert pilot, will be among the first to travel). Later on he will open the Datong Art Museum with a pyramidal roof, in China. Meanwhile, on the drawing board for the next few years are the Apple Campus in California, Bloomberg's headquarters in London and the master plan for Kowloon East's Cultural District in Hong Kong. Foster's global realm is boundless.

## The pleasure of eating in a park

The Al Punto restaurant is located in an exceptional area of Madrid, the Conde de Orgaz Park, where houses are hidden among the foliage. The venue could therefore not be designed otherwise and architect Mariano Martín always kept in mind the idea of "eating in a park". The project does away with barriers between the inside and outside, closing itself off to noise and opening onto the garden. The space is

dominated by a bar made of Krion®, a resilient and flexible material from the Porcelanosa Group. Black was chosen as backdrop, and the interior design is a journey through all the five senses, as explained by the architect: "Smell by the garden, sight by the wicker turned into gold by the light, touch by everything which is within reach and, finally, the most important for a restaurant: taste. And of course, hearing for good conversation..."



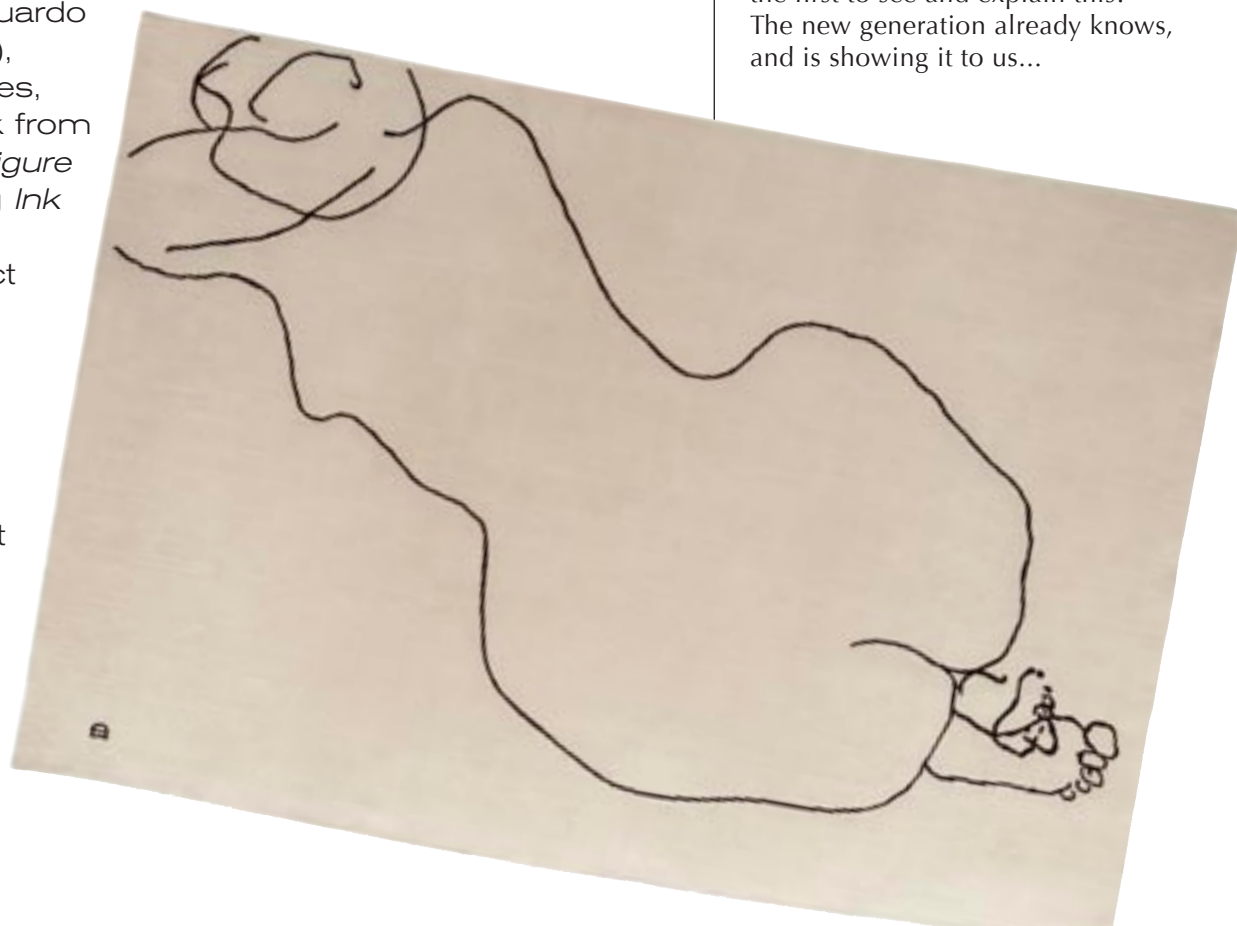
**MARIANO MARTÍN**  
ARCHITECT

## Beyond pure construction



A small exhibition, the renovation of a friend's home, a bar, a house, a residential building, a hotel, a chair, a bottle for oil ... It doesn't matter, for us the point is to keep on opening up new paths that make us think and ask new questions, nourishing our curiosity. An architect, for us, is a way of looking at things which is useful way beyond construction... And I believe that these days we should be the first to see and explain this! The new generation already knows, and is showing it to us...

**ART UNDER YOUR FEET** The Chillida collection, by the Catalanian firm Nani Marquina, brings together in a series of carpets a number of designs by the renowned sculptor. Based on a chronological selection of pictorial work by Eduardo Chillida (1924-2002), the collection includes, among others, work from the 1948 *Human Figure* to the 1957 drawing *Ink* as well as the 1966 *Collage*, which reflect his working process prior to his best-known work, *Comb of the Wind* in San Sebastián. All these pieces have been transferred to carpet designs with the utmost precision.



## Design on the streets of Milan



The Brera Outdoor Village is an exclusive event that took place during the latest Milan Furniture Fair where the most interesting outdoor furniture and design ideas were presented.

Unusually for this event, the fair opened the doors of the Palazzo Cusani to the public. This 17th century Palazzo in the historical heart of Milan is the current site of the city's Territorial Army Command Headquarters and was transformed into a venue where the most *avant-garde* design could be appreciated. During the Fair it housed the installation created by the Milanese architects and designers Roberto Palomba and Ludovica Serafini. "With natural materials, fully adapted for outdoor life, we wanted to create a relaxing island in the heart of Milan during the Furniture Salon, the most exciting and hectic time of the year," said the architects. Their outdoor solutions thus managed to transform a solemn military square into a suggestive space of refined modernity.

## VENIS, THE STAR AT CASACOR CHILE

The 2012 Casacor Prize for the Best Space – considered the most important architecture, interior design and decoration show in Latin America and the second on a world level – was given, at this second edition in Chile, to Javier Pinochet and his project 'La Otra Casa' [The Other Home]. He used Beige Ona cladding on one of the main walls.



**JESÚS ÁNGEL MIRANDA**  
PHOTOGRAPHER AND INTERIOR DESIGNER

## Two paragraphs to define a concept

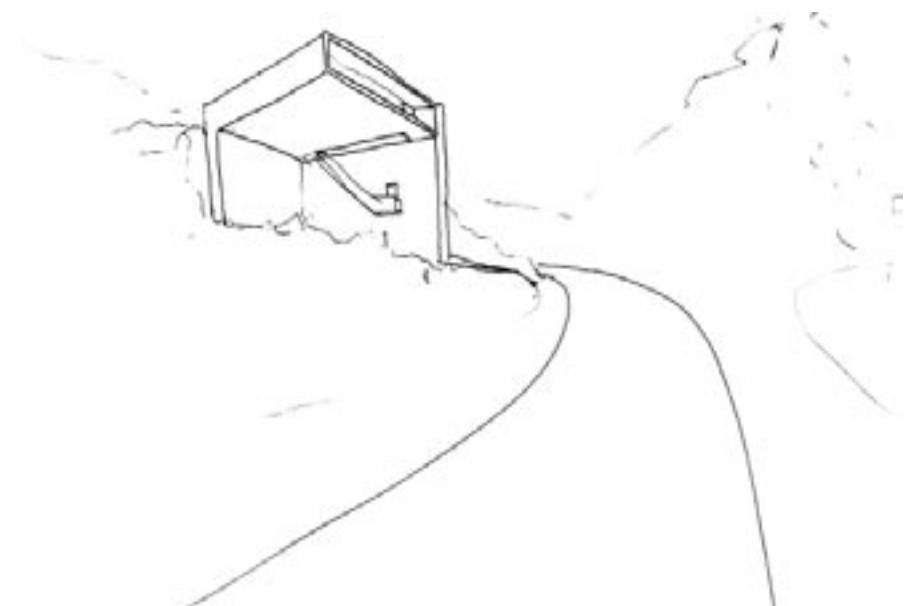


Finding the functionality of a space and its bonds with its inhabitants within a given aesthetic-cultural context with a future "interior design" in mind.

Taking the ancient Chinese philosopher Lao-Tse's quote as a reference, "Architecture is not ceilings or walls, but the air inside them", my job consists of making that air the most breathable possible.

I undertake each project with that premise, trying not to fall into decorative visual traps: fashions, trends... polluting particles that lessen the credibility of the product. Providing personal experiences, searching for coherence in the treatment of spaces, a thorough study of the smallest details... all this is essential: a visual approach, a spatial consciousness (Oteiza).

And after four decades working in different areas (industry, engineering, journalism and publishing ...), interior design is the realisation of an idea, being lucky enough to materialise all that has been experienced, to explore all areas of creativity. In short, it is the red cherry in a daiquiri.



# A PERFECT HOUSE

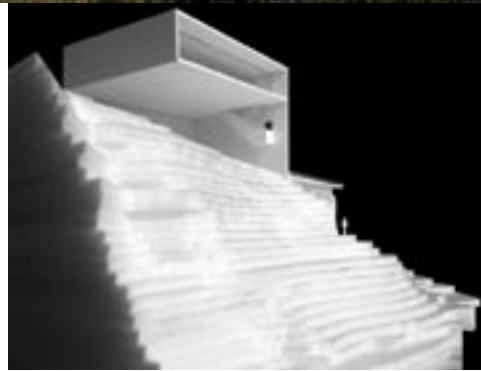
'Casa del Acantilado' [House over a Cliff] is a project by architect Fran Silvestre in Altea, Alicante. A design determined by its natural surroundings, it has been brilliantly solved by the technical team of Fran Silvestre Arquitectos. The house looks as if it were suspended in the air, its silhouette overlooking the Mediterranean Sea. The Valencian architect, who undertakes each project as a new challenge to make the impossible possible, collaborates in his projects with **Porcelanosa Group**.



A clean, geometrical and emphatic architecture free of adornment is architect Fran Silvestre's personal hallmark. 'Casa del Acantilado' emerges from rough terrain and stands guard from its high vantage point on the horizon. Its impressive silhouette is suspended in the air, projecting the eye towards the sea. Two essential elements stand out in this house: the colour white that makes the movement of light apparent throughout the day, and its innovative play with different volumes.



**A**n abrupt plot with an 80-per cent slope was the first difficulty that the team of architects had to face. In addition, there was the initial requirement of designing a one-level dwelling. Constant discussion with the customer was necessary so that the house could faithfully reflect the personalities of those who were to live in it, becoming an unmistakable expression of their individuality. This discussion also included comfort and functionality. In short, a combination of all these elements brought about a unique project unlike any other, as is always the case with each of the projects tackled by this architecture studio. Lifestyle talked with



The house stands over rough terrain. The white colour, in harmony with traditional Mediterranean architecture, stands out.

Fran Silvestre, the designer of this house, with the aim of delving into his understanding of architecture. Among other questions, he told us about this specific project, his collaboration

with international studios like Álvaro Siza's, his views on single-family homes, and finally, he revealed to us what we can see if we visit the Wind-Power exhibition in which he is involved along with Alfaro Hofmann's studio.

**You admire the kind of architecture that makes the impossible possible. With this in mind, what sort of project would you like to undertake?** Architecture allows us to experiment with sensations. We are very satisfied to have had the opportunity of building a house in the air that gives the feeling of walking on the water of the Mediterranean. Each project must be understood as a new form of experimentation in which the best is still to come. In our team, we always bear in mind that



This project specifically responds to a desire to be part of its surroundings, respecting them and trying to capture them. A point of inflection is its stairs, offering a suggestive itinerary. The swimming pool area is exceptional, as it brings the sea closer to the house. **White Sandy Almería Marble** by **L'Antic Colonial** has been used for it. A three-dimensional structure made of screens and slabs of reinforced concrete was chosen as it adapts to the topography minimising the slope's changes.





architecture may be small in significant things or significant in small things if you understand that each assignment is an opportunity to materialise a good project.

**Clear and neat spaces prevail in your work, a stark architecture in which surprising volume-play takes the leading role. Could you define your style?** A defining element of our architecture is a certain attitude towards our projects. Our ability to study each of them, their schedule, analysing them to overcome this situation and be able to generate continuity: continuity with surroundings that we should respect, a spatial continuity, the use of just a few materials, the integration of all facilities, the lighting... And also, the search for continuity

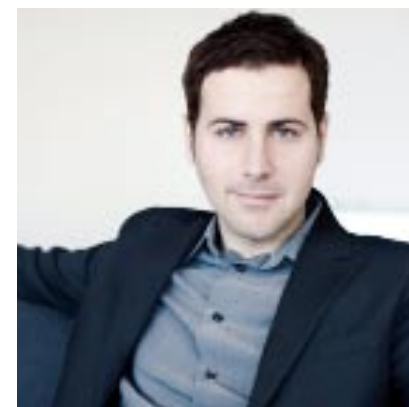
over time by applying the kind of architecture that withstands time while not becoming obsolete.

**There is a pervading presence of single-family houses in your work. Thinking about this kind of space, the needs that it should meet and its uses, what do you consider essential in a house?** Each home and each project materialises depending on our customer's personality. That's why our approach to projects emerges from a two-fold commitment – our willingness to provide each specific context (its needs, budget, applicable laws, natural environment...) with a technical answer as well as a desire for seeking beauty through a completed work. This process

The spaces inside the house are ample and open. The play of light and shade confers a changing appearance to the façade and outside spaces. Floorings and features by firms belonging to **Porcelanosa Group**, like **White Thassos Polished Marble** floor, by **L'Antic Colonial**, and bathroom units and taps by **Noken**, were used. This collaboration was very productive in different ways, as explained by architect Fran Silvestre. "One was the help afforded by the technical team. All this joint work has been really useful, from

the schematic design stage to the execution and work management. Thus, we had specialists for each area who sometimes seemed to be part of our own team. For the smooth and high quality execution of the work, collaboration among all the professionals from the various trades is vital and having a single brand that can be applied to all finishes is a great advantage for making the work process more flexible and for improving the final result."





#### VITAL ARCHITECTURE

Architect Fran Silvestre founded Fran Silvestre Arquitectos in 2007. The studio is made up of a multidisciplinary group of architects who share the same projects. Fran Silvestre recognises that the project he feels most satisfied with is the human team of his own architecture studio. He combines work at his architecture studio with teaching. He currently works with the department of Projects of the Architecture School of Valencia – of which he used to be Deputy Director – and is the professor in charge of Final Projects of Architecture Degrees at Madrid's European University. He comments: "I think that teaching architecture is a very important activity. Each student has an immense potential, and the main goal is to give them the foundations and support they need to be able to develop and focus it on their surrounding social contexts." In the last year, he set up the Wind-Power exhibition in collaboration with the Alfaro Hofmann Interior Architecture studio with which he often works. This show is the result of several years of joint research with the ITE ("Instituto Tecnológico de la Energía": Technological Institute of Energy) and the UPV (Polytechnic University of Valencia). They were drawn to the development of this project by their concern for reducing impact on the landscape and integrating renewable energies into urban surroundings using architectural design.

pursues satisfaction, understood in its most complete sense: satisfaction of all who actively participate in its development. It is a search for comfort from a thermal, acoustic, even perceptive sense, trying to generate a beautiful atmosphere in which the owners are faithfully reflected.

**What methodology does Fran Silvestre Arquitectos apply when collaborating with international architecture studios like Pritzker laureate Álvaro Siza?** Our collaboration with Álvaro Siza was essential for the studio, for our understanding of architecture, and also to maintain a committed attitude to each project – our starting point was the artisanal care clearly visible in his entire work.



All this is reflected in our attitude towards our projects and their environs.

**Can you name an architect whose work you admire?** Personally, I would highlight the material expressiveness and timeless quality of Swiss architect Peter Zumthor's work, Álvaro Siza's artisanal approach, and the respect for place, landscape and tradition as well as the ability to surprise of Brazilian architect Oscar Niemeyer.

**Current projects?** Right now, Fran Silvestre Arquitectos is working on different national and international projects: a housing project in Brussels, the redesign of a historical office building in central Valencia, a wind-power tower... We are lucky to be growing at the pace we want and enjoying each stage. ✍

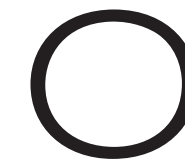
The plot is almost 1,000 square metres, of which 242 are devoted to the house itself. Underfloor heating was installed and the interior design was entrusted to the Alfaro Hofmann Interior Architecture studio. **White Thassos Polished Marble** was used for the inside flooring; and outside, **White Sandy Almería Marble** was used, both by **L'Antic Colonial** from **Porcelanosa Group**. The kitchen furniture is the **G-480** model by **Gamadecor**, and the worktop is made of **Krion®**, a novel and resilient material by **Systempool** – both

brands belong to **Porcelanosa Group**. The studio headed by Fran Silvestre looks for innovation through new materials and technologies in order to improve people's lives. They therefore focus their efforts on innovation based on experience and on improving tradition.



# THE STRENGTH OF A GROUP

All the new products from **Porcelanosa Group's** eight brands, the stars at the International Fair on Ceramics for Architecture and Bathroom Fittings



Once again, **Porcelanosa Group** presented its new collections at the International Fair on Ceramics for Architecture and Bathroom Fittings (Cersaie). Held in the Italian city of Bologna, the 30th Cersaie edition overwhelmingly confirmed its worldwide profile – with over 100,000 visitors, of which 32% came from abroad – as well as its position as a benchmark world fair for the ceramic and bathroom sectors.

With a total of 106,846 visitors (75,563 single visit visitors), the Group considers this fair to be one of the most essential for the sector and it

therefore created a global space to present the latest innovations of its eight firms. The new ceramic floors and wall coverings by **Porcelanosa**, **Venis** and **Urbatek**, together with natural materials by **L'Antic Colonial** were integrated with kitchen and bathroom fittings by **Noken**, **Gamadecor** and **Systempool**. In addition, **Butech's** technical solutions had a stand with a surface area of over 300 square metres (specifically separate to present its new products of installation materials and state-of-the-art building systems).

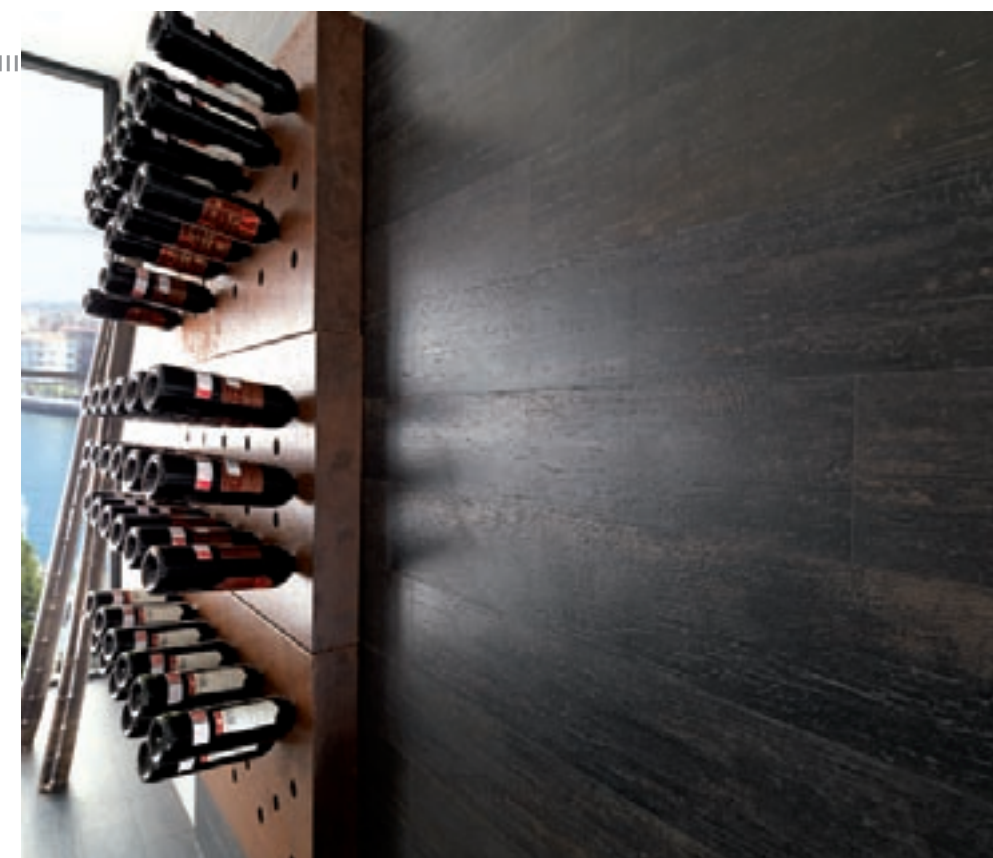
The next edition of Cersaie will be held in Bologna from the 24th to the 28th September 2013.



## PORCELANOSA

**P**orcelanosa took advantage of this Italian fair to present its new models of **PAR-KER** ceramic parquet, a great choice both for indoors and outdoors, and for private and public spaces. Thus, **Top Britania**, **Moon Britania**, **Ash Britania** and **Wales Britania**, just like the different products of the **Moy** series (**Mocha**, **Anthracite** and **Grey**),

make a powerful statement and boast similar or better qualities than real wood, since **PAR-KER** requires no maintenance, is not damaged or worn over time, has long-lasting colour, is easy to clean, is not affected by temperature changes, is non-slip and does not absorb liquids. In addition, its great durability makes it perfect for underfloor heating installations.



## THE STRENGTH OF A GROUP

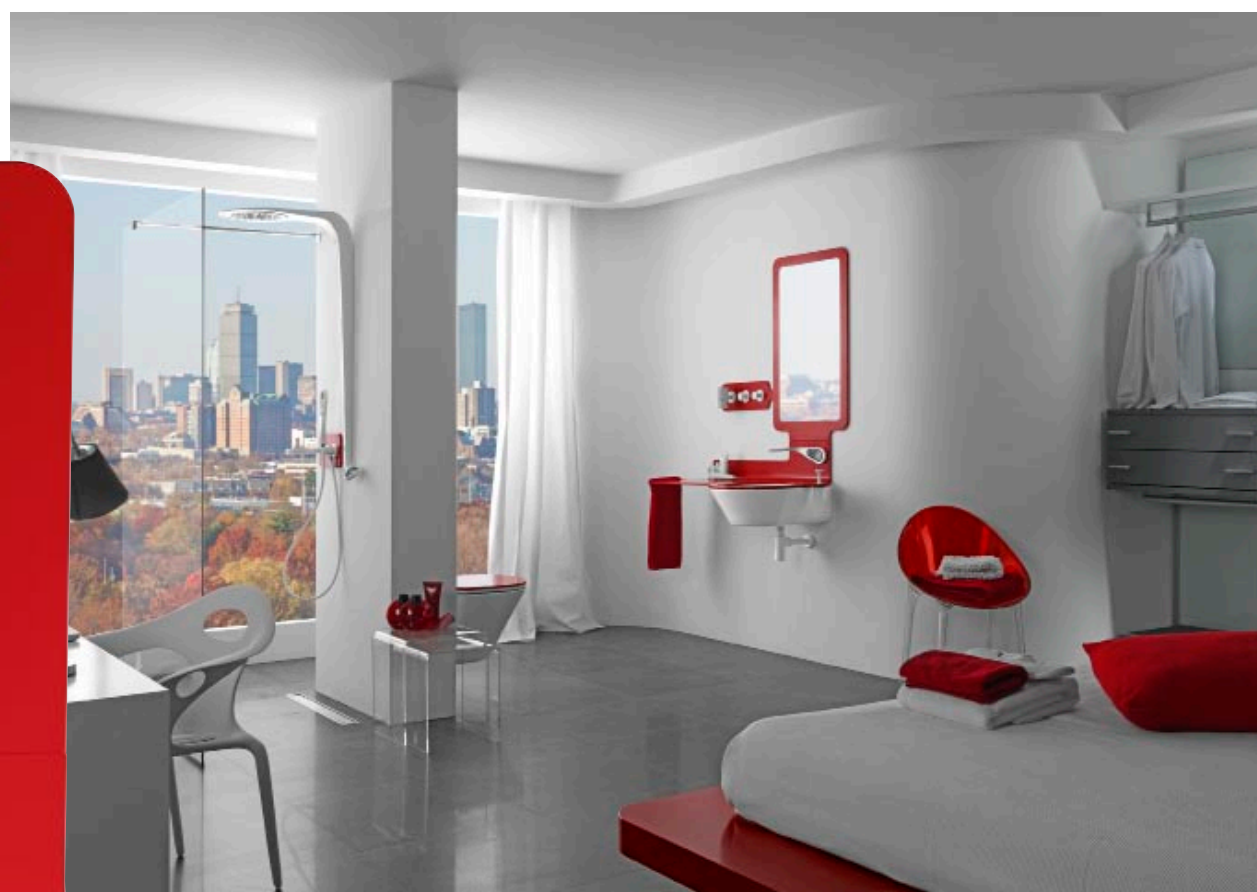


The **Britania** series comprises **Top Britania** (opposite), **Wales Britania**, **Ash Britania** and **Moon Britania**, all measuring 19.3 × 120 and 18 × 65.9 cm. The **Moy** series comprises **Mocha** (left), **Anthracite** and **Grey** (measuring 14.3 × 90 cm). The image (above left) shows how **PAR-KER** blends perfectly with the wall, creating visual unity between floor and wall covering. In addition, its wood-like look imbues the space the warmth and comfort of wood plus all the advantages of ceramic parquet. The ceramic pieces at the top of the page (clockwise) are **Top Britania** (19.3 × 120 cm), **Mocha Moy** (14.3 × 90 cm) and **Grey Moy** (14.3 × 90 cm).

## NOKEN

**N**oken presents **MOOD**, a new bathroom concept comprised of two broad product ranges, a bathroom fittings line and a brassware line. The bathroom fittings line, designed by Rogers Stirk Harbour + Partners and Luis Vidal + Architects, seamlessly combines the world of ceramics with accessories – thus making it modular and extendable, as well as versatile and

functional. **MOOD** has four basic colour finishes for **Krion®** elements: Snow White, Yellow, Strawberry and Navy Blue, but customers can choose from a wide range of special colours. The **MOOD** line of taps, designed by Luis Vidal + Architects, ensures responsible use of water and has a highly user-friendly electronic range as well as a mechanical range for a more traditional public.



Easy-to-use and intuitive: respect for the environment and user friendliness were major goals when developing the **MOOD** bathroom brassware collection. **Noken** took into account users' experiences to ensure it is intuitive and easily adaptable to life's daily needs. Its digital technology guarantees perfect control and ensures optimal use of water. With these ideas in mind, Luis Vidal + Architects developed the entire line of taps: the electronic version allows for customised use for the user to adjust operation, flow and temperature. A mechanical version offers the same futuristic and elegant design adapted to a more conservative public.

## BUTECH

**O**ne of the main innovations of **Butech** at this year's fair has been its linear floor drain system. An aesthetically beautiful solution that allows for floor level shower trays to have the same flooring as the rest of the bathroom. It is a new stainless-steel range of linear floor drain systems comprising of a single waterproof layer compatible with the

installation of ceramic tile and a U-bend drain. **Butech** also showed its most exclusive range of decorative edges: the **Elegance Collection** (available in quality chrome or 24-karat gold set with Swarovski crystals). An elegantly beautiful solution of decorative metallic lines for joins between different materials and to finish off tops or wall corner edges.



The delicate **Elegance Collection** set with Swarovski crystals (*above left*) is an elegant and exclusive solution for creating decorative metallic edges at the joins between different materials and to finish off tops or wall corner edges. The new range of linear floor drains (*right*) is available in four different designs, from the traditional **Line** grid with slots to **Texture Chrome** in solid steel. These new linear floor drain grids are available in three sizes (60, 80 and 120 cm), allowing for adaptable solutions for the particular characteristics of each shower.



## GAMADECOR

With **Gamadecor**, geometric lines return to bathroom fittings. Starting from the purity of square and rectangular forms, its new collection **Next** proposes a series of modules that form repeated and diverse compositions, and are all very functional. The **Next** collection is an open

and flexible programme that allows for limitless combinations. **Gamadecor** also presented a new kitchen model, **G690 Vintage Coconut Oak / Krion®**, in which the central island – done in **Krion®** – is centre-stage again and whose doors, concealing electric appliances, are in harmony with state-of-the-art interior design.



## VENIS

Natural stone was the inspiration for **Florenzia** – a soft-textured ceramic wall cladding with an effect as fine and elegant as the real product itself. Emulating artisanal carved bas-relief stone surfaces, its delicate floral motifs imbue the interior design of any space with great character. **Florenzia**, by

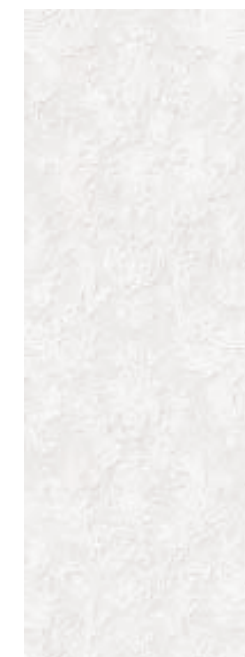
**Venis** is a ceramic product exclusively for walls and measures 33.3 × 100 cm. It is available in three colours: White, Beige and Natural. The **Cascais** and **Madagascar** porcelain stoneware collections, with the same stone effect, have a smooth texture more suitable for floors. Pieces measure 44 × 66 cm.



The photograph on the left shows how the **White Florenzia** wall cladding (33.3 × 100 cm) combines perfectly with the **Montana Blank** floor (19.3 × 120 cm). Below, the **Natural Florenzia** finish (33.3 × 100 cm) goes beautifully with the **White Wash Canada** flooring (19.3 × 120 cm). The three **Florenzia** swatches correspond to the colours: **Natural**, **White** and **Beige**.



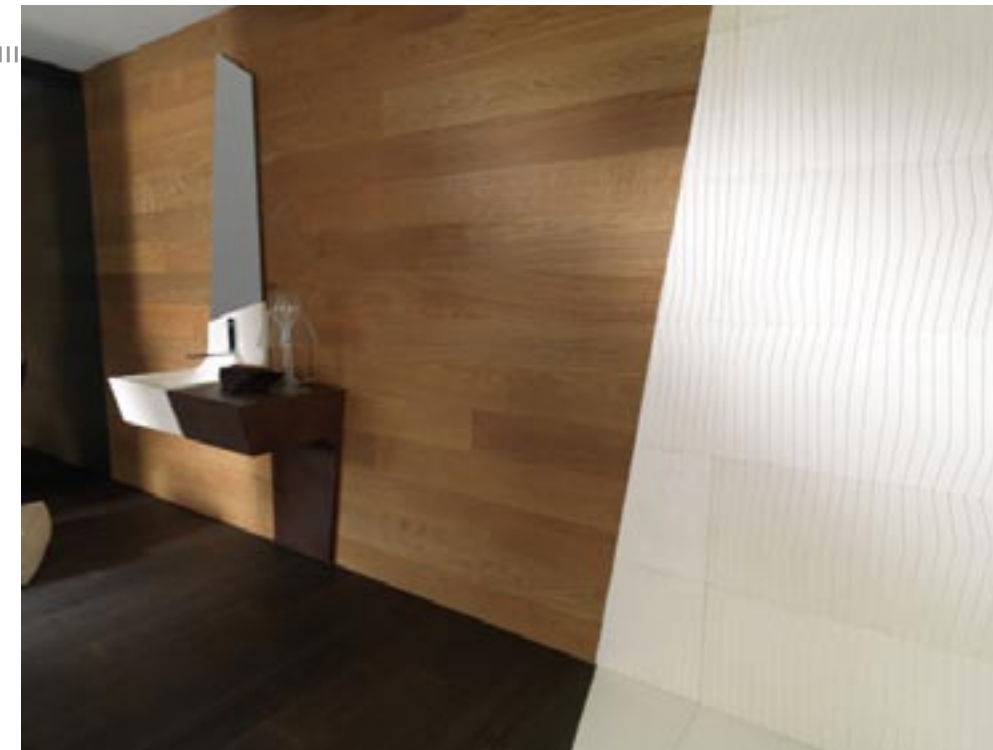
In the **G690 Vintage Coconut Oak** kitchen in **Krion®** (above), the facing modules are in a strikingly minimalist yet vintage style, as is the modern island, thanks to the functionality of their concealed compartments and **Krion®**'s qualities: easy to use, as well as fireproof and antibacterial. The modules of the **Next** bathroom series are available in a wide range of sizes for basin units, auxiliary modules, wall storage units, countertops and basins, with the possibility of incorporating mirrored fronts (left). In addition, a new range of handles is available, and customers can also choose between a traditional opening system and the practical "push" system. The range of finishes goes from laminated and lacquered, from shiny or matte to real or dyed wood.



## L'ANTIC COLONIAL

After the warm welcome that the **Spirit** collection, by **L'Antic Colonial** and A-cero received last year, both brands come together once again in the design of new elements to expand the series launched at the latest edition of the Bologna fair. One basin and one mirror, three models of furniture units and two options for wall tiles are the new designs that

complete the collection which has architecture and a combination of straight and curved lines as its main elements. It also presented the **Zen** basin, which represents the essence of this firm as it brings together two natural materials and three further innovations for 2013: **Kannada** stone, the **Revival** parquet series in natural wood, and the **Hexcube** vitreous mosaics.



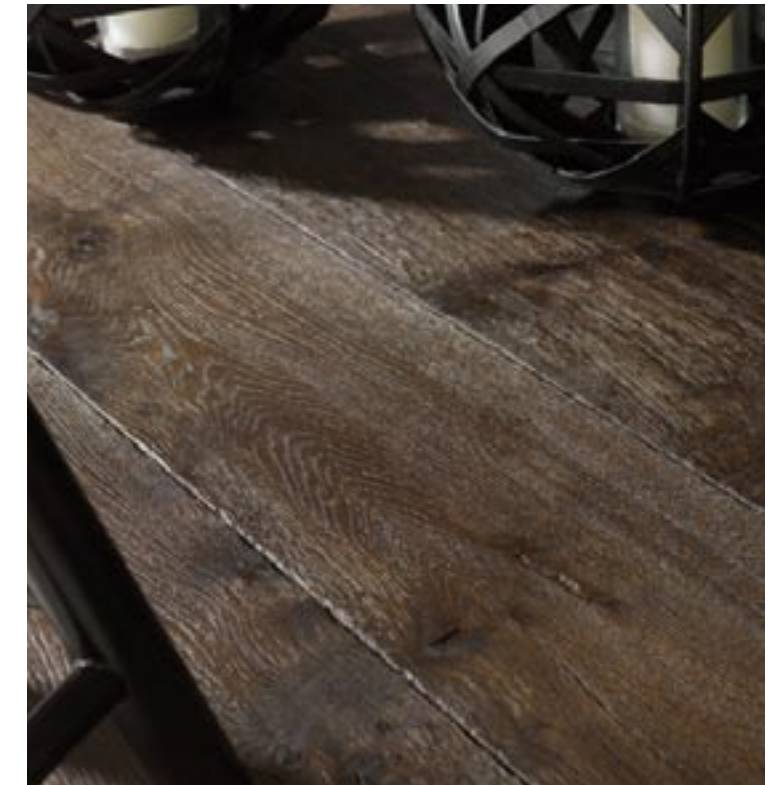
## THE STRENGTH OF A GROUP

**Hexcube** vitreous mosaics (*below*). In five colours (white, grey, blue, red and black), they are eye-catching for the irregular size of the tesserae (30 × 29 × 0.8-1.8 cm mesh). The **Revival** parquet series in natural wood (*bottom*) is available in three colours: Grey, Beige and Brown. With its artisanal finish (scratched, dented, etc.), another

remarkable feature is its large size (22 × 220 × 2.1 cm). The new **Spirit II series** includes a new wall cladding (*left*) - in A-cero Dark marble and A-cero Gloss Limestone (40 × 80 cm) - and a new mosaic, both play with volumes and lines, and have real stone as a raw material.



*Opposite: Slate Kannada*, in greens which contrast with its distinctive veining. It is available in Natural Home finish, both for floorings and wall coverings (40 × 80 × 1.5 cm). The **Zen** set (*below*) combines a basin in natural stone with a wooden furniture unit (87.5 × 40 × 47 cm). In four different types of stone (White Athens, Brown Stone, Italy Cream and Beige Travertine marble) for the basin, and two wood finishes (Intense Walnut and Warm Walnut) for the furniture unit.



**Spirit II Series** (*above, top left*): **Spirit II basin's** star feature is its vertical concept of space. Measuring 53.1 × 58.3 × 50 cm, its design stands out for its built-in taps and curved front echoed in the shower area. Available in A-cero Dark marble or A-cero Gloss limestone, it can be combined for visual harmony with any of the collection's furniture units (available

in Intense Oak or Ash Oak). **Spirit II Curved Unit:** a floor module with a pronounced curve on top, where the drawer is located (53.1 × 85 × 50 cm). **Spirit II Floor Unit:** Fabulous for its original trapezoidal shape, with slanting lines and three drawers at two heights. Straight lines prevail and, like other models, is available both slanted to the right or to the left. It measures 53.1 × 85 × 50 cm.

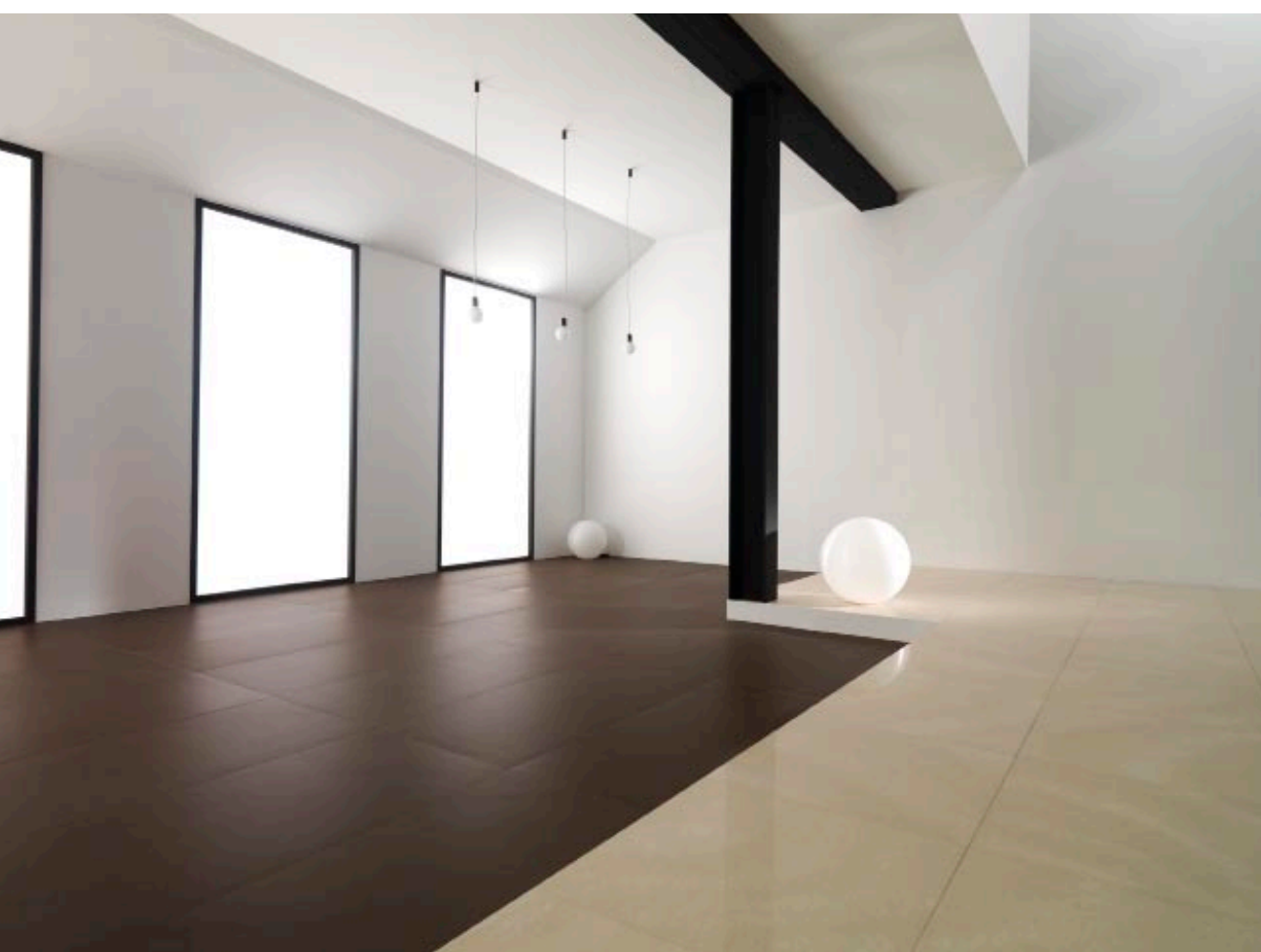
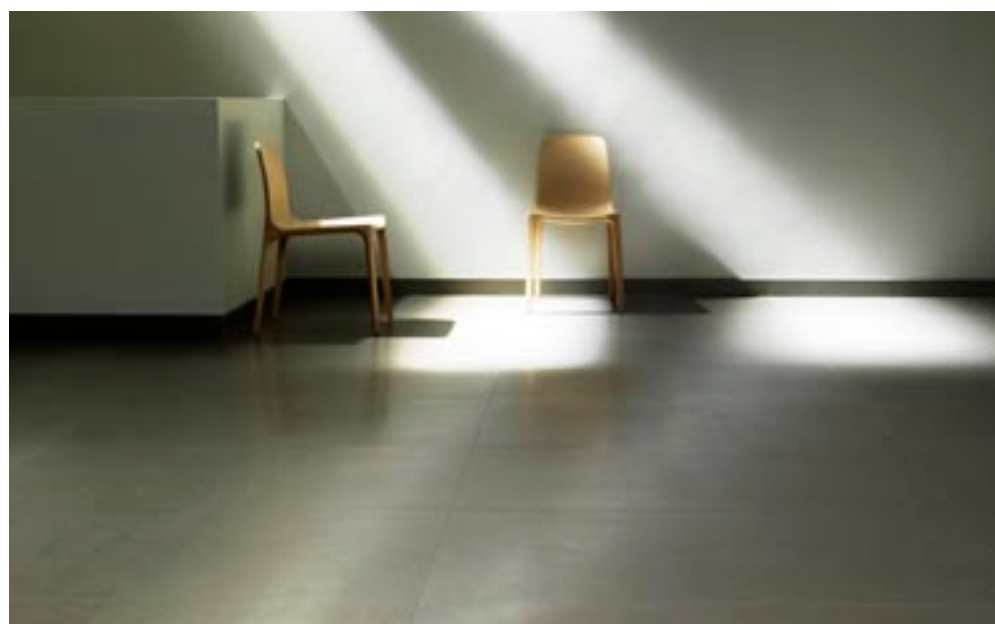
versatile option. Measuring 53.1 × 22 × 50 cm, this wall-mounted drawer unit allows for lighter compositions. **Spirit Mirror II:** Designed as a basin accessory to further enhance, if possible, its verticality (available in three different heights: 90 × 45.5 × 2.5 cm, 130 × 45.5 × 2.5 cm and 150 × 45.5 × 2.5 cm).

**Spirit II Drawer Unit:** The most

## URBATEK

The **Urbatek** brand of porcelain stoneware products, presented at the latest Cersaie fair, its new 120-cm format for the **Avenue** collection – it is among the most sought-after by architects and interior designers – completes one of the most successful series of the **Porcelanosa Group**. The brand also launched its **Pure Collection**,


a new ceramic collection in porcelain technical stoneware, with a marble look and developed using significant technological advances in the sector of technical porcelain stoneware. In addition, Urbatek surprised with new and energetic colours (Purple, Blue, Aqua, Green, Rose and Yellow) for its **Town Collection**, in **Nature** (Natural matte) and **Polished** (Polished shine) finishes.

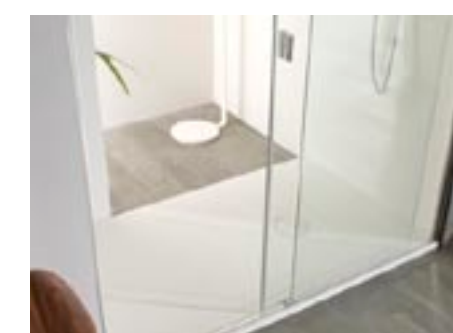


The new 120 × 60-cm rectangular shape of the **Avenue** collection (*above left*) is the perfect size for tiling large areas and exteriors. **Avenue Grey** model (120 × 60). Its competitive price also makes it attractive thanks to the **Porcelanosa's** technological development of its production system. The six new colours of the **Town Collection** (*above*) expand the colour palette of this high-performance ceramic product (unglazed and with no additional visual decoration that could damage the technical qualities of this kind of quality porcelain stoneware). Some of **Pure Collection's** technical features (*left*) are: its solidity, its polished and natural finishes, standardised 120-cm format, and the new decorated mesh of the **Pure Line Collection**. The photograph on the left shows **Polished Pure Beige** (60 × 60 cm) and **Pure Brown Nature** (120 × 60 cm).

## SYSTEMPOOL

An expert and leading brand in bathroom and spa products, **Systempool** presents its innovations for this year: new basins for the **Modul** series, both floor-mounted and wall-mounted, and a new tap and hydro massage panel for the **Seasons** series. Other innovations are different models for the **Icon** shower series and a new finish for the **Land**

series of shower trays (adding angular shapes to the range). The screens in its **Yove** series, with straight and minimalist lines (also including circular corner versions or installed over the bathtub), are outstanding. With minimal edging, magnetic latches and innovative detachable lower track, the **Yove** series is highly functional and harmonious. 



The **Seasons Wellness** panel-mounted taps and hydro massage panel (*above left*) are streamlined and sophisticated in style and in harmony with the other elements in the **Seasons** series. A screen from the **Yove** series (*below left*). Paying special attention to ergonomics, functionality and aesthetics, the **Modul** series (*above*) is completed by the **Krion® Stone** basin and washbasin set – either floor- or wall-mounted and with taps on the countertop. An outstanding feature is the freestanding Modul bathtub set into a black, steel structure (also available in chrome and with a towel rail). The **Icon** shower series (*left*), in brass and chromed aluminium, and fitted either with thermostatic shower or bathtub mixer taps. The **Land Stone** shower tray (granite rock texture, matte finish) is of resin with a high-quality gel coating and its finish simulates natural stone. Bespoke only (five colours and two textures).





# BRITISH WITH A MEDITERRANEAN FEEL

In southern England, next to the idyllic villas of Canford Cliffs and Sandbanks Beach, is 14 Nair Road, a modern and cutting-edge home whose enormous terraces and large windows reflect the Mediterranean tradition evident in the architecture of James Sims of JSA Design.



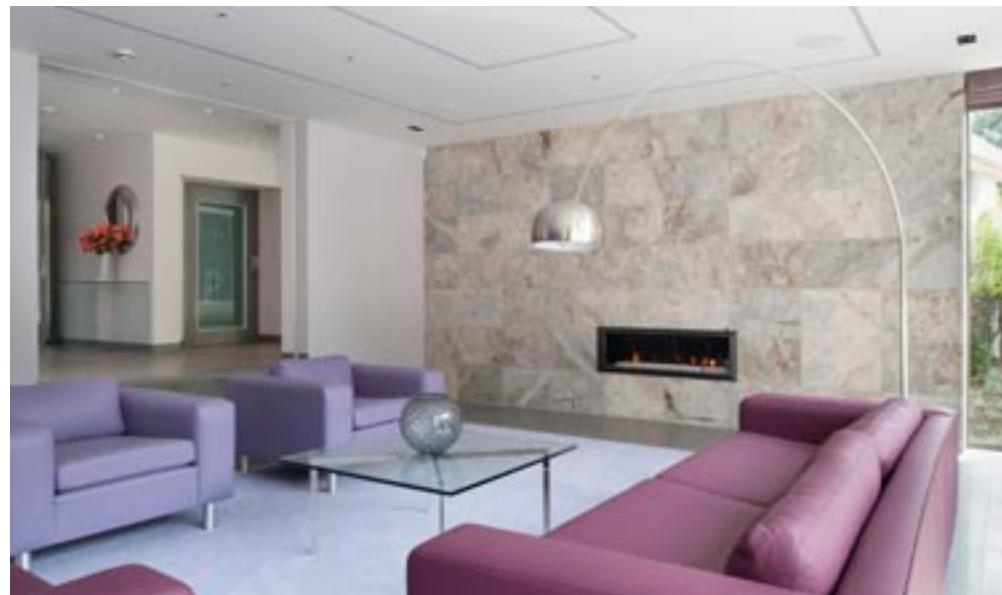
In this four-floor home, indoor and outdoor areas are clearly differentiated and the terraces afford an added value with their views of the olive and bamboo groves within the property, and of the nearby 11th hole of the Parkstone Golf Club. The house can also be accessed via the garage with space for two cars.

**C**lose to Sandbanks Beach and Parkstone Golf Club, one of the best golf courses in southern England, is this designer house in which contemporary luxury is the indisputable star of the project. On a plot of almost 1,500 square metres, 14 Nair Road is a modern home on four floors – three of them connected via a lift – and five exceptional suites whose bathrooms are beautifully equipped with materials from **Porcelanosa Group**.

This modern building – measuring over 850 square metres – with the technical endorsement and guarantee of the NHBC company has spaces which are divided in such a way that the indoor and outdoor areas are clearly differentiated and the



The armchairs and sofas in the sitting room (right) add a fun colourful touch to the room whose highlight is the mounted gas fireplace, set in the Italian travertine marble clad wall. On the same level are the kitchen and dining room (below) decorated in pure white and with large windows that offer exceptional views of the property.



The family room, taking up most of the ground floor, is arranged around the TV and also has a kitchen and an 'intelligent' access to the main suite. Again, large windows opening onto the terrace offer spectacular views and allow natural light to stream in.

terraces acquire a special relevance – they make up almost a third of the built surface area. In fact, it is in these ample and open-air spaces where the Mediterranean influence present in the work of the architect – the renowned interior designer James Sims of JSA Design based in Palma de Mallorca – is perhaps most evident.

On one level of the ground floor, in addition to two rooms (each with a bathroom and dressing room) is a white, open family room with a kitchen area, another space for watching television and an 'intelligent' access to the main suite (on a higher level). The connection between all three areas is outstanding – an enormous terrace with views of the 11th hole of Parkstone Golf Club, as do all rooms at the back of the house.

The ground floor is structured around the sitting room – the heart of the home – and has a private terrace of 65 square metres. The colourful sofas in mauve and violet and a mounted gas fireplace set in a wall clad in Italian travertine marble are eye-catching. On the same level are the main



All five suites in the house, including the master suite on the first floor, have their own bathroom – fully fitted with products from **Porcelanosa Group** – and dressing room. In addition, the two suites on the ground floor open directly onto the big terrace (*above*), and one of the suites on the first floor has its own balcony (*right*).



In harmony with the rest of the house, entirely built with top quality materials, **Porcelanosa Group** products were used in all the bathrooms; **Noken** basins from the **Forma** series (*top*) and the **Bela Retto** high-spout mixer tap (*above*). The **Minimal Hydro** bathtub and shower with a 4 water-outlet mixer tap and the **Vado Zoo** bathtub, are by **Systempool** (*right above*).

kitchen and dining room, both with minimalist interior design predominantly in pure white but for small details in red.

Up on the first floor (smaller than the rest) are two further rooms (again, each with a bathroom and dressing room) and the master suite with a private terrace and a main bathroom fitted with a Jacuzzi and a spacious shower and sauna.

The basement, fully devoted to entertainment, includes a gym with padded floor and floor to ceiling mirrors leading directly to the changing rooms and sauna (for five people). The home cinema room is perfect for relaxing in a most leisurely way and has a 7.1 surround sound system, an Epson 3D/HD projector and an immense three-metre screen. In addition, the architect designed a bespoke cellar to hold 390 bottles.

The technology present in every single detail of this property is superb and includes a Clipsal home automation system controlled via iPad installed by the local company 'Living' (remote controls for TVs, blinds, lighting, heating, etc.).

**Rogers Stirk Harbour + Partners** and  
**Luis Vidal + Architects**

Two big brands team up to design  
a great bathroom collection

# mood

**NOKEN's** new concept of  
bathroom fittings and brassware



Text: SUKEINA AALI-TALEB

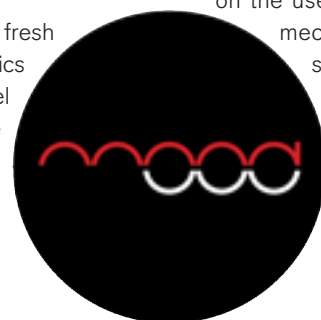
**M**ood collection's taps and bathroom fittings are the result of a collaboration between two well-known architecture studios: Rogers Stirk Harbour + Partners and Luis Vidal + Architects. This joint project has produced an innovative bathroom line to add to **Noken's** new products, the brand of **Porcelanosa Group** specialised in bathroom fittings. These sustainable and functional products conquer this space in the home.

**Mood** is a new bathroom concept comprising two large families of products. On the one hand, the London architecture studio headed by Richard Rogers was responsible for the design of the line of bathroom fittings together with architect Luis Vidal from Barcelona, and on the other, architect Luis Vidal and his team designed the brassware line on their own.

The bathroom fittings line is remarkably fresh and modern, combining the purity of ceramics with perfectly integrated accessories: towel rails, mirrors and storage units that can be combined with enormous flexibility and

allow for a limitless number of options to satisfy every taste and meet the needs of the most demanding customers. Colour also becomes an essential part of bathroom renovations. This is what Luis Vidal told us about the collection: "We have taken a big step by tackling the bathroom using an architectural approach, integrating wall surfaces with built-in ceramic elements resulting in different spaces in which the bathtub, basin and toilet each have their own space."

In turn, the line of taps combines functionality with *avant-garde* design inspired by nature and captures the very essence of water: its simplicity and emotion. The innovative technology allows customising and programming both temperature and water flow depending on the user's preferences. The collection also has a mechanical version offering the same elegant style adapted to a more conservative public. "These futuristic and extra flat taps create an environmental awareness in users as they show water consumption instantly and



This photograph shows the originality provided by the classic **Navy Blue Krion®** elements (75-cm top with mirror and accessory holder / **Krion®** **Navy Blue** and digital single-lever basin mixer tap / **White**).

Thanks to the **MOOD** collection, basins are now functional and modular pieces with an architectural and futuristic feel. Apart from **Navy Blue**, the **MOOD** collection has three other basic colours for

**Krion®** elements: **Snow White**, **Yellow** and **Strawberry**. There is also the possibility of choosing from a special colour range – personalising your bathroom has never been as easy or as much fun as with **MOOD** by **Noken**.



“Our futuristic bathroom brassware shows instantly, and in real time, water consumption, encouraging responsible use of water”

Luis Vidal

A detail of the single-lever basin mixer tap in chrome (*left*) perfectly matching the 120-cm Snow White **Krion®** countertop with a drawer (*right*). And (*below*) a digital, single-lever basin mixer tap / White, on a 75-cm **Krion®** Navy Blue countertop.



“We have taken a big step by tackling the bathroom with an architectural approach, integrating the wall surface with built-in ceramic elements”

Luis Vidal



Wall-mounted toilet with Soft-close seat and accessory holder in Snow White **Krion**® (above).

The **MOOD** range design is dominated by a series of circles and lines that give continuity to all its pieces and create a sleek and curved transition between the vertical and horizontal planes.

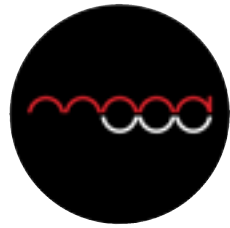
Thus, its clearly defined design renders spaces unique (left):

Wall-mounted toilet with Soft-close seat and accessory holder in Snow White **Krion**®, 120-cm Snow White **Krion**® countertop basins with drawer and accessory holder, and chrome, single-lever basin mixer tap. Thermostatic shower in chrome with 3-way showerhead.

in real time and therefore encourage responsible use,” the architect explains.

The collaboration between the two architecture studios dates back to 2004 when Luis Vidal founded his studio and established a long-standing association with the Richard Rogers studio, based in London. “We share a very similar understanding of architecture with Richard Rogers and both agree in looking for designs for improving quality for users and also consider technology not as a goal per se but as an instrument to help solve social and environmental problems. Working with him on different projects has allowed us to understand his British way of thinking and working style and combine them with a Mediterranean one,” says Vidal. This is clearly demonstrated by the **Mood** collection, in which their joint work has resulted in an interesting line of innovative, functional and sustainable products.

# MOOD'S INTERNATIONAL PRESENTATION IN LONDON



The Design Centre was opened by **Porcelanosa Group** earlier this year, and the Clerkenwell district – an area in central London – was the place chosen for the worldwide launch last 19th November of the **Mood** collection, designed for **Noken** by two architecture studios: Rogers Stirk Harbour + Partners and Luis Vidal + Architects.

At the presentation were Richard Rogers, Simon Smithson, Ivan Harbour and Amo Kalsi, from the Rogers Stirk Harbour + Partners firm, and Luis Vidal and Carlos Peña, representing Luis Vidal + Architects.

Apart from getting to know the collection first-hand, those attending enjoyed a discussion about the new **Noken** collection and the world of bathrooms in general, an instructive talk in which architects Rogers and Vidal explained this new concept comprising bathroom brassware designed by Luis Vidal + Architects and the bathroom fittings collection jointly developed for **Noken** by both studios.



Richard Rogers and Luis Vidal at **Porcelanosa's** new showroom in London during the presentation of the **Mood** collection (above). Two relaxing moments during the event (left and right). Having seen the new collection, the architects participated in a round table discussion (below right) in which they informed guests of the particulars of the new bathroom concept that they designed together. A detail of the basin with 120-cm top with drawer and accessory holder finished in Yellow **Krion®** with digital built-in tap for the basin / White (above right and below).



## LUIS VIDAL

With offices in Madrid and London, Luis Vidal + Architects has worked on projects both in collaboration with national and international studios and also alone since it was founded in 2004. Luis Vidal studied Architecture in London and is an RIBA member since 1995. He has a long and outstanding professional career comprising a wide range of projects including the New Terminal at Zaragoza Airport (Mies Van der Rohe 2009 Finalist and won an award at the 2012 International Tourist Fair for its AENOR Energy Efficiency Certificate 2012). A highlight of his association with Rogers Stirk Harbour + Partners is his project for the urban regeneration of the former central railway system in Valladolid (Winner in the category of Masterplan and Urban Regeneration of the MIPIM AR Future Projects Awards). In collaboration with the Foster + Partners architecture studio he has developed the concept and construction project for the New Terminal 2 at Heathrow Airport in London. Finally, together with the Renzo Piano Building Workshop, his studio is developing the project and site supervision for the future Botin Art Centre, in Santander. In addition, Luis Vidal has been Associated Projects Lecturer at the Escuela Técnica de Arquitectura [ETSAM – Technical Superior School of Architecture], Madrid Polytechnic University. He is currently a visiting professor and member of the Review Committee for several Final Theses and Projects, as well as a postgraduate lecturer at several international universities.



## RICHARD ROGERS

Richard Rogers has received many awards – including the illustrious Pritzker Architecture Prize in 2007, the RIBA Gold Medal in 1985, and the Thomas Jefferson Memorial Foundation Medal in 1999. Rogers was knighted in 1991 and has been a member of the House of Lords since 1996. More recently, in 2008, he was made a member of the Order of the Companions of Honour. In addition, he has served as Chairman of the Tate Gallery and Vice Chairman of the Arts Council of Great Britain. He is currently an Honorary Trustee of the Museum of Modern Art (MOMA) in New York. Rogers Stirk Harbour + Partners, the studio directed by Richard Rogers, was founded in 1977 and has offices in London, Madrid, Shanghai and Sydney. The studio is best known for pioneering projects such as the Centre Georges Pompidou in Paris, the headquarters for Lloyd's of London, the European Court of Human Rights in Strasbourg and the Millennium Dome in London. The wide range of projects also include Terminal 4 at Madrid Barajas Airport, Terminal 5 at Heathrow Airport, and one of the future office towers of the World Trade Center site in New York. The studio's wealth of experience in urban planning has won it some major projects in London, Lisbon, Berlin, New York and Pudong, in Shanghai. Recently, the studio participated in the Greater Paris Project, which looks to the future of Paris as a more integrated metropolitan region as it faces the new social and environmental challenges of a big city.



SLEEP EVENT 2012

# GOOD NIGHT

Three of the five rooms participating in the 2012 Sleep Hotel Fair used materials from **Porcelanosa Group**, including the one chosen as the Best Hotel Room. An initiative organized and headed by Mark Coates, the Group's Commercial Director in London.



Scott Brownrigg and Willmott Dixon, with their project Shaded White, won the Prize for the Best Hotel Room Design at the 2012 Sleep Event, a London fair where the latest products and solutions for hotel design, architecture and development are exhibited. This award is part of the 2012 Sleep Hotel initiative where architects and designers are confronted with the challenge of designing a hotel room – a challenge that this time consisted of creating a small five-star luxury

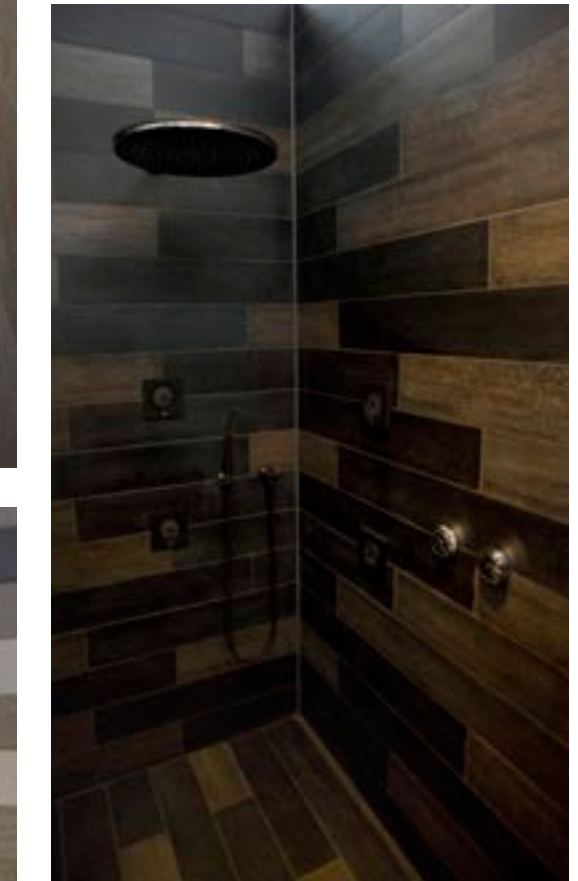
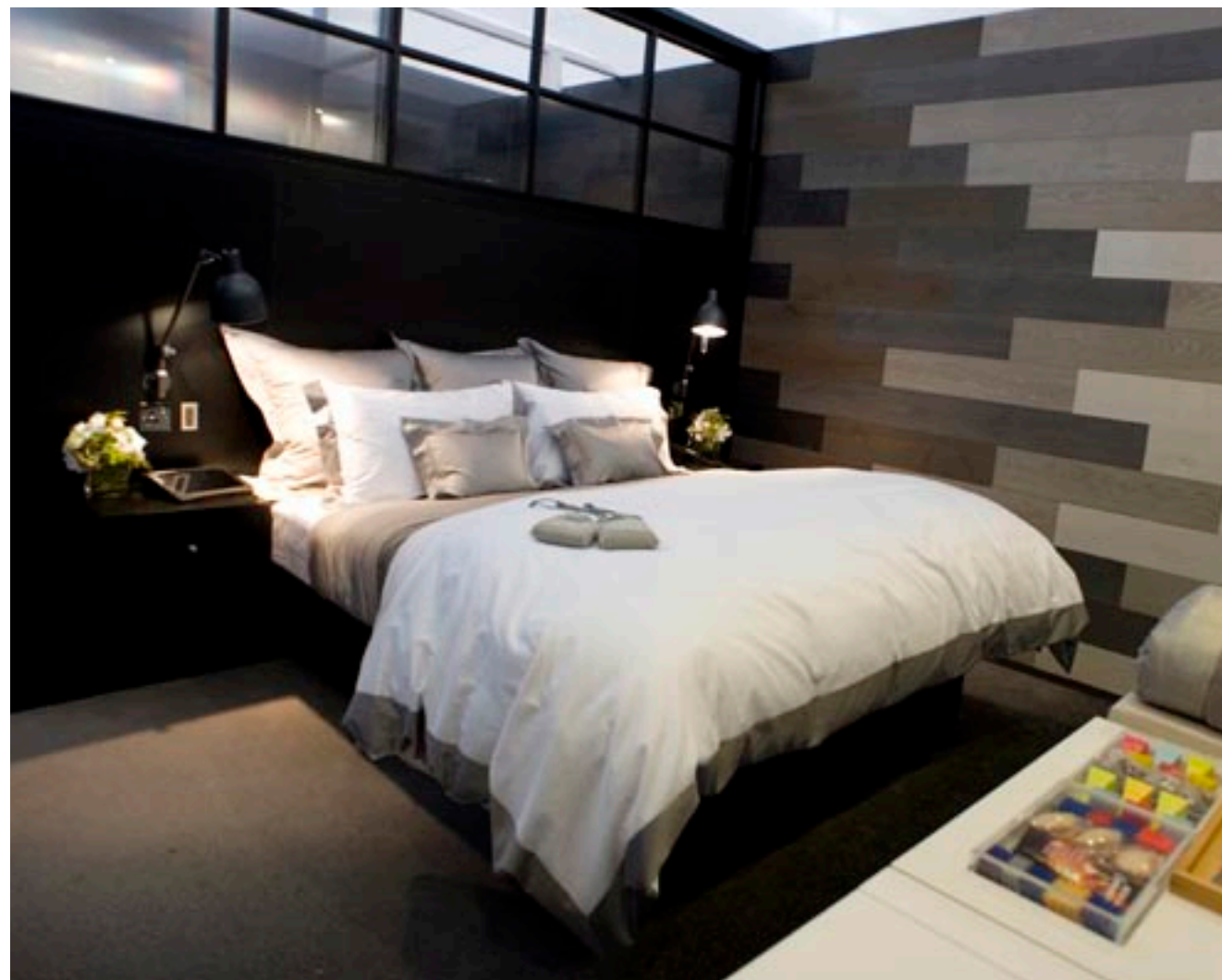


room in a limited 23 square metre space.

In three of the five rooms designed for the 2012 Sleep Hotel by renowned architects and designers, materials from **Porcelanosa Group** were used because of their versatility and the fact that its products are perfect for making the most modern and innovative designs come

to life with no limitations on imagination or creativity.

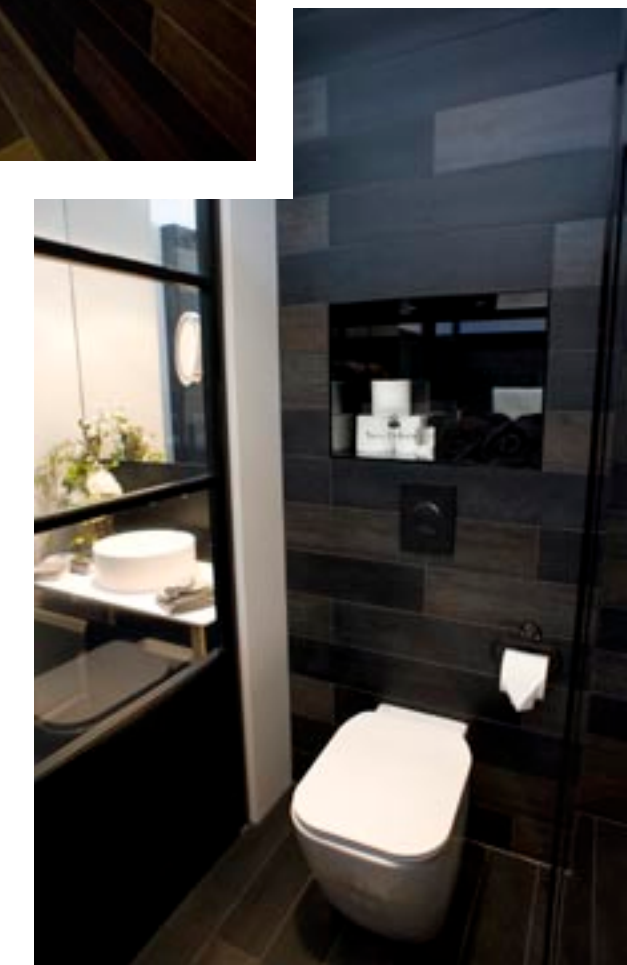
The competition among participants was quite tough, but the jury, made up of Javier Hortal, EMEA Project Manager from the



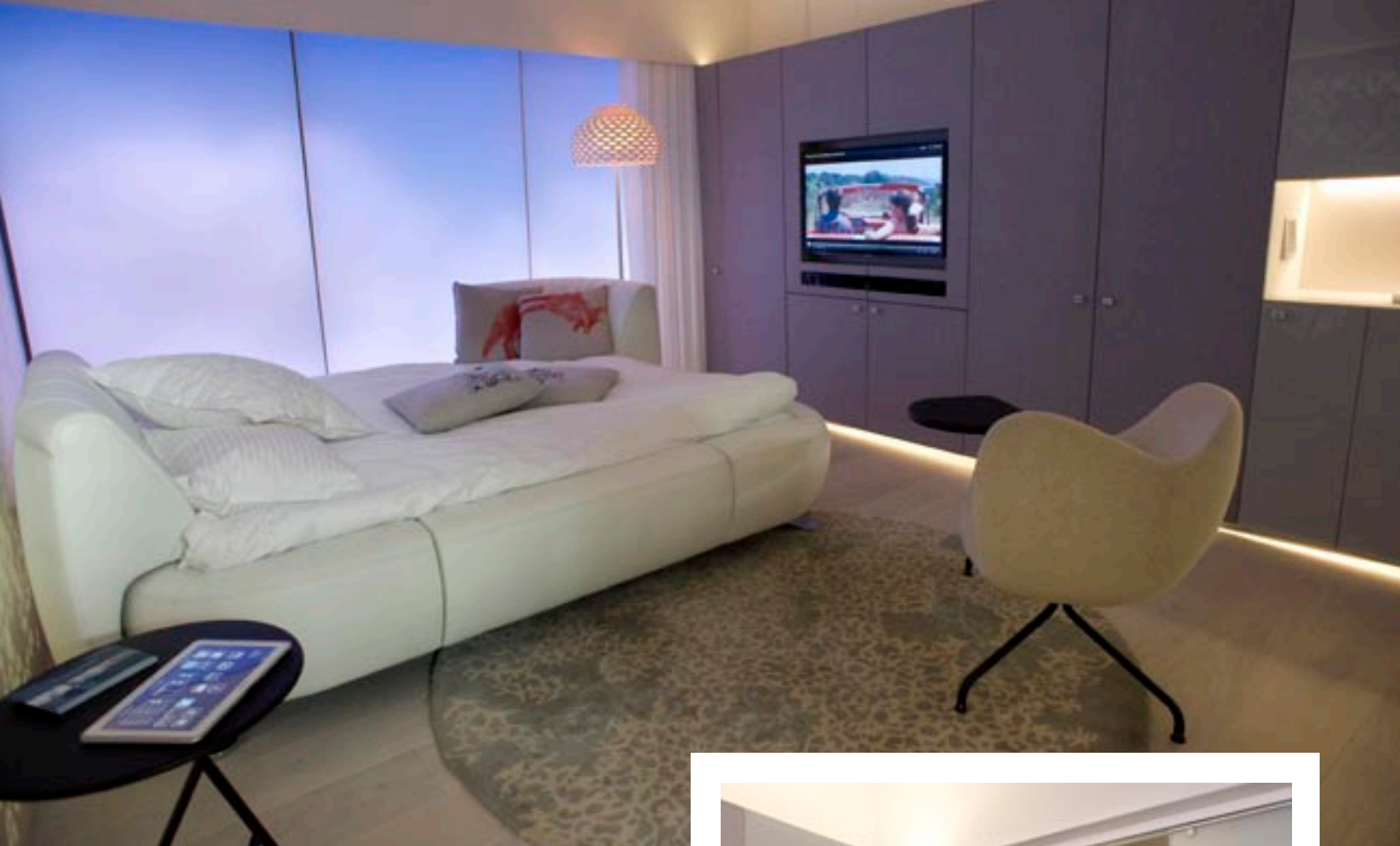
**WINNER OF THE BEST ROOM AT THE 2012 SLEEP EVENT HOTEL**  
**STUDIO:** Scott Brownrigg & Willmott Dixon Interiors  
**Website:** [www.scottbrownrigg.com](http://www.scottbrownrigg.com)  
**Project designer:** Una Barac, Lindsey Bean-Pearce, Rose Chan and Sarah Simmonds  
**Project name:** Shaded White

**Description:** "Porcelanosa collaborated with us from the start of our concept for the Sleep Hotel, and although we changed our own specifications several times, they supported us throughout the process, guaranteeing that we had all we needed to complete our Room. The most outstanding part of the bathroom design was creating a special dressing area with a vanity style basin opposite a bronzed mirror wardrobe. Porcelanosa provided us with a beautiful Krión® topped and wooden legged vanity table with an elegant circular Krión basin mounted on top. That was the pièce de résistance of the space and completely summed up our modern and simple approach to the design."

**Porcelanosa materials:** The basin is Epoque by Systempool, made of Krión® with wooden legs, and elements from the Essence C series by Noken were also used in the bathroom.







**A POETIC LANDSCAPE  
DESIGNED BY YASMINE  
MAHMOUDIEH**

**Studio:** Yasminemahmoudieh

**Website:** www.

yasminemahmoudieh.com

**Project designer:** Yasmine Mahmoudieh

**Project name:** Poetic Landscape

**Description:** "The poetic landscape magnifies the beautiful mosaic floor tiles of porcelain with natural wood in the living room, highlighting the poetic landscape of the luxurious 23 square-metre room. The bathroom is clad in translucent glass with inserted textured fabric thus creating a spacious feeling in this rather small room."

**Porcelanosa materials:** For the room's floor, **Eden11 Camel** 20 x 240 x 2 cm was used, and in the bathroom, **Black Round Stone Mosaic** 12 x 12 cm, both by **L'Antic Colonial**. In the bathroom there are also elements from the **Soft** series, by **Noken**.



Mandarin Oriental Hotel Group, Khirstie Gunn-Myles, IHG Design and Engineering, and Conrad Smith, Executive Director of Reardon Smith Architects, highlighted the "intelligent design", "the use of space" and the "timeless design" of Shaded White, which together with its "functionality and focus on the customer," clearly deserved to win.

Una Barac, Scott Brownrigg's Director, said she was very pleased with the award, and described her project as a room designed to offer guests a special and unforgettable experience, full of state-of-the-art technology and painstakingly planned to enhance the wonderful views. She stressed how the refined colour palette and different textures make Shaded White a timeless design. She also thanked all her suppliers, including **Porcelanosa Group**, for their support.

In turn, Graham Shaw, Operations Director of Willmott Dixon Interiors, highlighted the quality finishes used in the room's design and the functionality of its integrated technology – for instance, communication with the reception desk, and the lighting, blind and leisure control systems, using iPads. ✂



**CLEVER SOLUTIONS BY  
BISSET ADAMS**

**Studio:** Bisset Adams and 8build

**Website:** www.bissetadams.co.uk

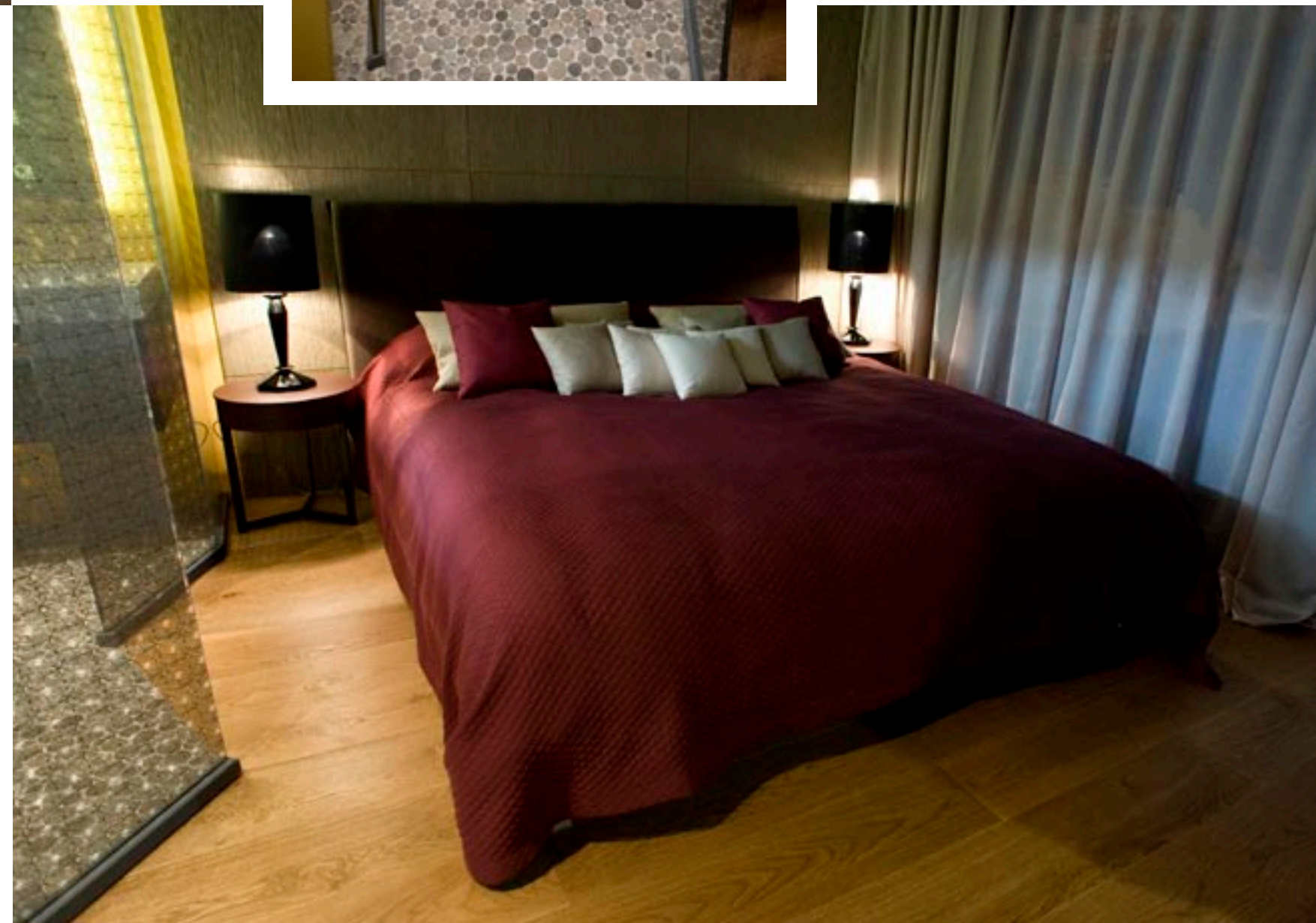
**Project designer:** Paulo Ribeiro

**Project name:** Cloud Nine

**Description:** "When we first considered the viability of taking one of the five rooms at this year's Sleep event. **Porcelanosa** was the first company we got in touch with. **Porcelanosa's** extensive product range meant that Paulo Ribeiro, our senior designer on the project, could select many of the items for the room set, from bathroom fittings, to flooring and

wall storage. A key feature of Paulo's concept was the impact of the Krion® product which covers an entire wall, and which combined with a clever solution for back lighting the unique image, helped create the "Cloud" ambience. The Krion® wall feature caught the attention of the numerous visitors to the room set. Although not all the products originally selected were used in the final design, we are extremely grateful to Mark Coates and his team for being a key part in making the Sleep event project a huge success and for allowing us to use the **Porcelanosa** warehouse

in Watford for our dry run exercise which was critical for our success." **Porcelanosa materials:** Krion® covering by **Systempool** and **Eden 1L Polar floor**, 20 x 240 x 2 cm, by **L'Antic Colonial**. In the bathroom, elements from the **Lounge** and **Essence C** series by **Noken**.



# HBA

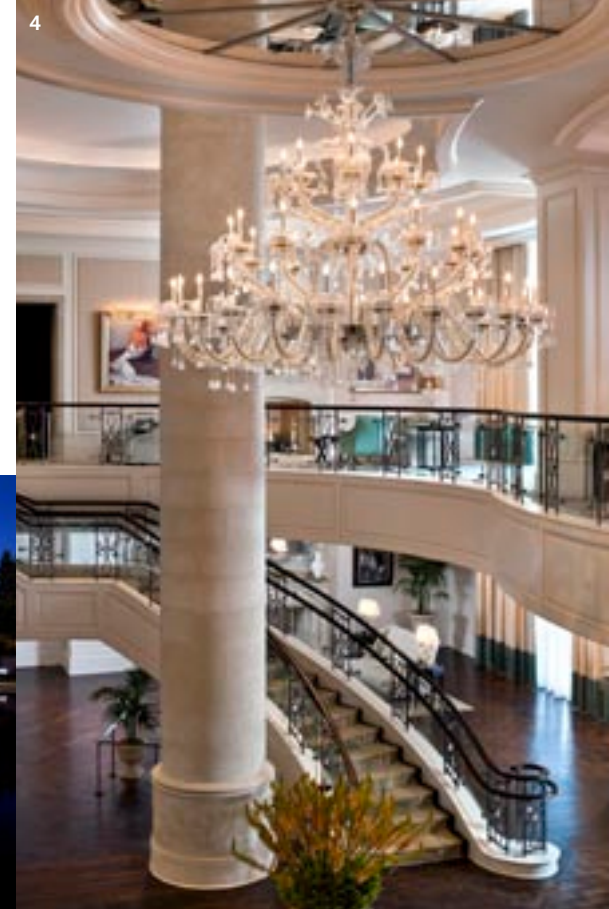
## LARGE SCALE INTERIOR DESIGN

It is the world's biggest and most influential interior design firm, and also the one with the most awards. Its teams have designed international hotels, resorts and spas, and have now begun working with **Porcelanosa Group** in Asia, where everybody praises their understanding of luxury.

Text: GEMA MONROY



1. The majestic lobby of the **China World Summit Wing, Shangri La Hotel** in Beijing, China. Ultramodern interiors are combined with elements of Chinese design and very chic Western elegance.
2. The Piacere restaurant at the **Shangri La Hotel Tokyo**. Located on the 28th floor, it offers exceptional views of Tokyo's Imperial Gardens.
3. Daybreak views from one of the private swimming pools of the **Anantara Qsar al Sarab Desert, in Abu Dhabi**.
4. Part of the staircase leading to the rooms in the **St Regis Atlanta**, in the United States.
5. The exterior of **Castel Monastero**, viewed from the swimming pool. This is a *borgo*, a historic Tuscan town in Tuscany, Italy, converted into a luxury hotel.
6. A Mediterranean feel in the bedroom of a suite at the **St Regis Saadiyat Island** on an idyllic island in Abu Dhabi.



They can define luxury as no other interior design firm can, either giving historic hotels their old glory back or creating new icons. HBA/Hirsch Bedner Associates have been breaking conventional moulds for 50 years and rather than setting trends, they offer inspiration to many followers. The key lies in identifying the distinctive character of each place and building spaces in harmony with their surroundings and the personality of those who are to use them. "In each project, we tell a story," sums up Ian Carr, the company's CEO in Singapore. "With drama, adventure, romance, suspense... we absorb the spirit of the local culture and the essence of the place and imbue it into every detail of our work. Just like archaeologists, we first have to recover the past so that we can preserve it." HBA already works with **Porcelanosa Group** on much anticipated projects such as the new Hyatt in Jeddah, Saudi Arabia, and the Baku Flame Tower in Azerbaijan.

# INDIA

## Park Hyatt Hyderabad

A few minutes from Hyderabad's financial and business centre, HBA created a luxurious and contemporary hotel that adds new heights of sophistication to this cosmopolitan city.



The lobby of the new Park Hyatt Hyderabad with its spectacular granite atrium designed as terraces in order to maximise daylight. The Tre Forni Bar. All the restaurants and bars in the hotel seek to ensure interaction with their guests. The warm atmosphere and city views from the Tre Forni Terrazo. The restaurant is decorated in earthy colours, with wooden floors and



hand-carved tiles. The Presidential Suite, with natural materials and modern luxury. The bathrooms compare favourably with those found at the best spas. The swimming pool, in the impressive fitness centre, has a water temperature control system and views of the Banjara Hills.



HBA's interior design is characterised by its search for inspiration in the local surroundings, culture and traditions. The designers of the team, led by Greg Bates and Nicole Smith, spent several months getting to know the city of Hyderabad – visiting its museums and studying its architecture. As a result, Indian fabrics and colours suffuse the entire hotel. The highlight of this seven storey hotel is its impressive atrium, "a space designed as a number of terraces, allowing daylight to illuminate every corner, thus creating a comfortable feeling of security," explains Bates. With this job, HBA has completed 45 projects in India, a country in which the firm will design twenty further projects over the next years. Hyderabad's Park Hyatt opened in 2012 in Banjara Hills and is located between the airport, the Hi-Tech City and the Central Business District.

# CHINA Four Seasons Guangzhou

Once more, HBA has challenged the classic approach of hotel interior design. The result is a new design benchmark in Asia.



The skyscraper, by Wilkinson Eyre, measures 432 metres. The Four Seasons Guangzhou is on the 30 uppermost floors. The lounge invites guests to take in truly breathtaking views. The aim is for them to feel as if they are in the clouds. HBA drew inspiration from this ethereal building to create minimalist and delicate interiors replete with sophisticated features. *Right*, the ultramodern lobby area. In the background, the dramatic effect of Australian artist Matthew Harding's piece in red steel stands out.



**N**ext to the Guangzhou Opera House soars this 432-metre tower overlooking the Pearl River, a project by Zaha Hadid. This is the Guangzhou International Finance Centre, the latest icon in a city regarded as China's new economic engine. At the top, between the 70th and 103rd floors, the Four Seasons Hotel Guangzhou has become the new design benchmark in Asia. Connie Puar, from the Four Seasons, and the HBA team of designers headed by Ian Carr, the company's CEO in Singapore, were very clear: they wanted guests to feel as if they were in the clouds (a symbol of movement, of conveyance, in Chinese mythology). High-speed lifts, clad in red onyx that changes colour depending on which angle it is viewed from, lead to a lobby in light yet bright colours in which a red, steel sculpture by Australian artist Matthew Harding appears to be floating on a sea of glass. This is not the only artwork in the hotel. "Works

include *avant-garde* pieces and creations by artists from southern China," explains Sandra DeSouza, Director of Canvas, HBA's art consultancy. "The atrium where the lobby is located and around which the 344 rooms, including 42 suites, and the restaurants are arranged, is taller than the Statue of Liberty. The tower narrows as it ascends, which is why the major challenge for HBA was to adapt the inside spaces to its complex structural columns, that cut and cross each other in certain places. Thus, the layout of each room is different, and their only common feature is that the beds and the enormous triangular bathtubs are strategically placed to give the best views. "We wanted to encourage guests to look down," Ian Carr admits. "It is only natural that our design should relate to the fact that this is a skyscraper. We couldn't deny guests such spectacular panoramic views." Yet, above all, the "Four Seasons Hotel Guangzhou defies conventionalism and combines the highest luxury with daring *avant-garde* style," says Carr. ✂



Ethereal and spacious, the Italian restaurant Caffè Mondo is decorated in light-filled colours and a certain European air, yet incorporates *avant-garde* art elements. In contrast, the Chinese restaurant Yu Yue Heen, atmospheric and spirited, is in red and black. Its walls, carpets and flooring incorporate stylised traditional Chinese calligraphy. In the rooms and suites, the beds and bathtubs are strategically placed to take advantage of the panoramic views of the Pearl River's estuary and the city's urban scenery. The bespoke bedroom carpets, whose pattern represents the movement of the clouds, were custom designed by HBA. The bedrooms and bathrooms heighten guests' experiences. Lighting plays an integral role in the interiors, creating special ambiances.

# KRION

## FULL BLAST

® One hundred per cent recyclable, **Krion®**, by **Systempool**, has become a favourite material for architects and designers when creating the most functional, beautiful and inviting bars for fashionable venues, restaurants and hotels. Perfect for its antibacterial properties, **Krion®** is strong and easy to clean and can also be used as a wall covering.



**1 HOTEL GRAN MELIÁ DON PEPE\*\*\*\*\*GL (MARBELLA)** Located in the lobby of the hotel, the newly opened Oyster & Caviar Champagne Bar is a space of contemporary style where elegance and sophistication are combined with a inviting chill-out area. With lounge-like furniture and lighting, its specialities are exquisite oysters and caviar and it also has

a long list of different champagnes. Its impressive **Krion®** bar provides an *avant-garde* touch perfect to indulge in, why not, some delicious beluga. A new beginning for a classic Marbella venue. Designed by Pedro y López S.A. and executed by Euvada S.L. in collaboration with Raíces con Arte.

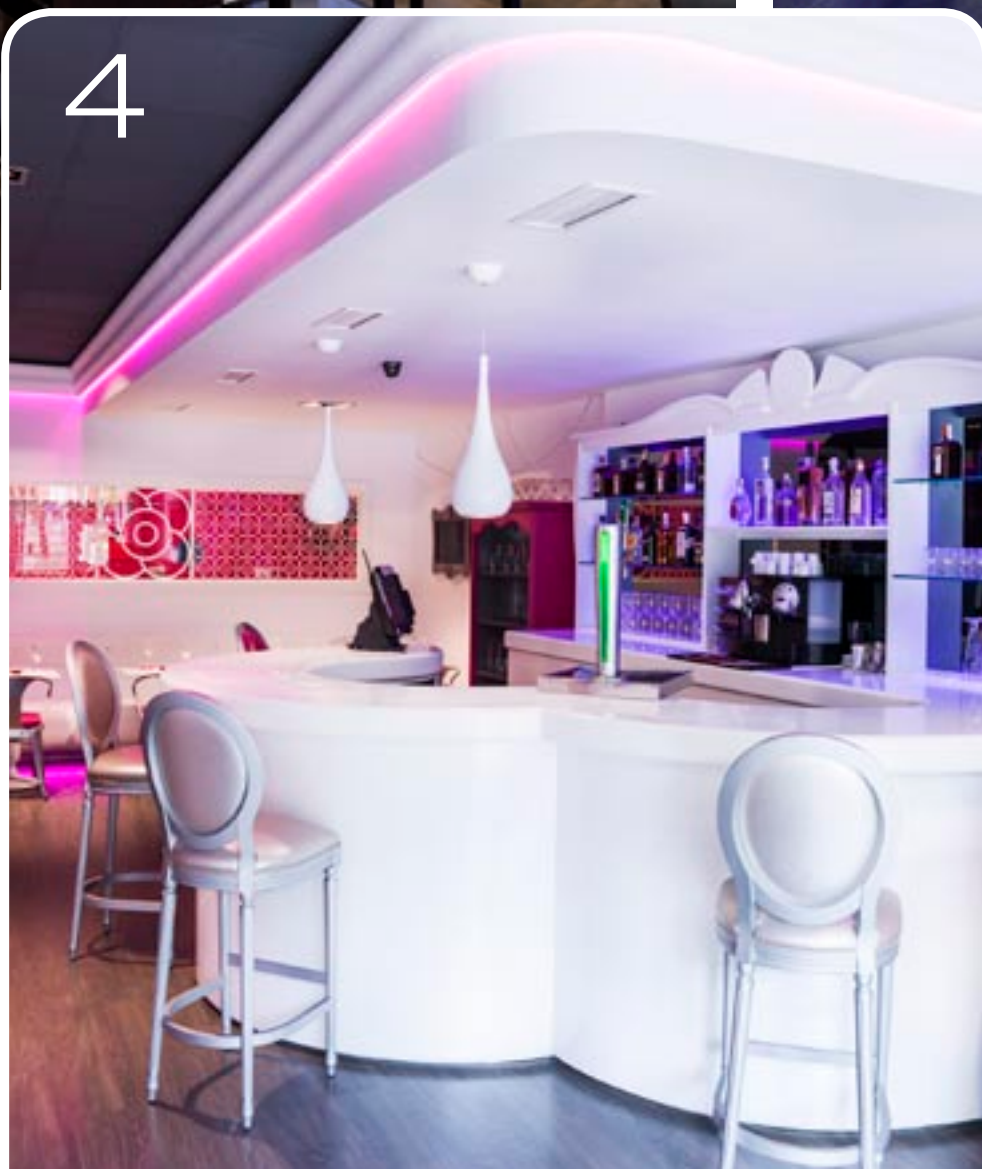
**2 LOUNGE BAR, ARTESPRESSO (VALENCIA)** Apart from its delicious Mediterranean cuisine, the most striking trait of this Valencian restaurant located in the city centre is the combination created by its pristine white bar made of **Krion®** and the designer lamps. Designed by Interiorismo 4U and executed by VF Aplicaciones.



3

**3 DELFINO BLU RESTAURANT & PIZZA (COMO, ITALY)** The drawings and illuminated friezes showing through the walls of this Italian restaurant were possible thanks to the versatility of **Krion®** planks (measuring up to 3.5 metres, they can be used to cover both straight and curved walls using a thermoforming technique. In addition, the chemical welding applied hides the joints between the planks both for the Stone and Lux versions). Designed by architect Andrea Zappa, from Linea Zappa Team, and executed by Molteni Mobili S.R.L.

**4 MISS SUSHI (VALENCIA)** This modern, recently opened Japanese restaurant in the city of the Turia River boasts pop-chic aesthetics which are perfectly achieved by its bar and walls thanks to the plasticity of **Krion®**, giving it a curved and seamless design. Pore-free, this Solid Surface guarantees, thanks to its strength, durability and low maintenance, a long life-span for this fashionable venue. Designed by Adriana Nicolao and executed by VF Aplicaciones.



4



5



6

**5 IMAGINE LOUNGE BAR (MURCIA)** The pristine ultra-white **Krion®** bar of this venue acquires a different colour depending on the lighting chosen. Thus, purple can be appreciated in the photograph, but it can shift to red, green, etc. as desired. Chromotherapy is in fashion in the world of interior design, and **Krion®** is perfect for this modern and bold technical feature. Designed by José Montiel and executed by Montaje Integral Decor S.L.

**6 VENEZA GOLD (ALGARVE, PORTUGAL)** Also perfect for outdoor spaces thanks to its resilience to extreme weather conditions, **Krion®** was used for this modern bar located in the heart of a marina in southern Portugal. With the name of the venue engraved on the planks and lighting matching its corporate image, its durability and easy cleaning are highlights, as are its fireproof and easy to repair properties. Executed by Vinilconsta.



7

**7 CAFÉ & BILLAR BALABUSHKA (SALAMANCA)**

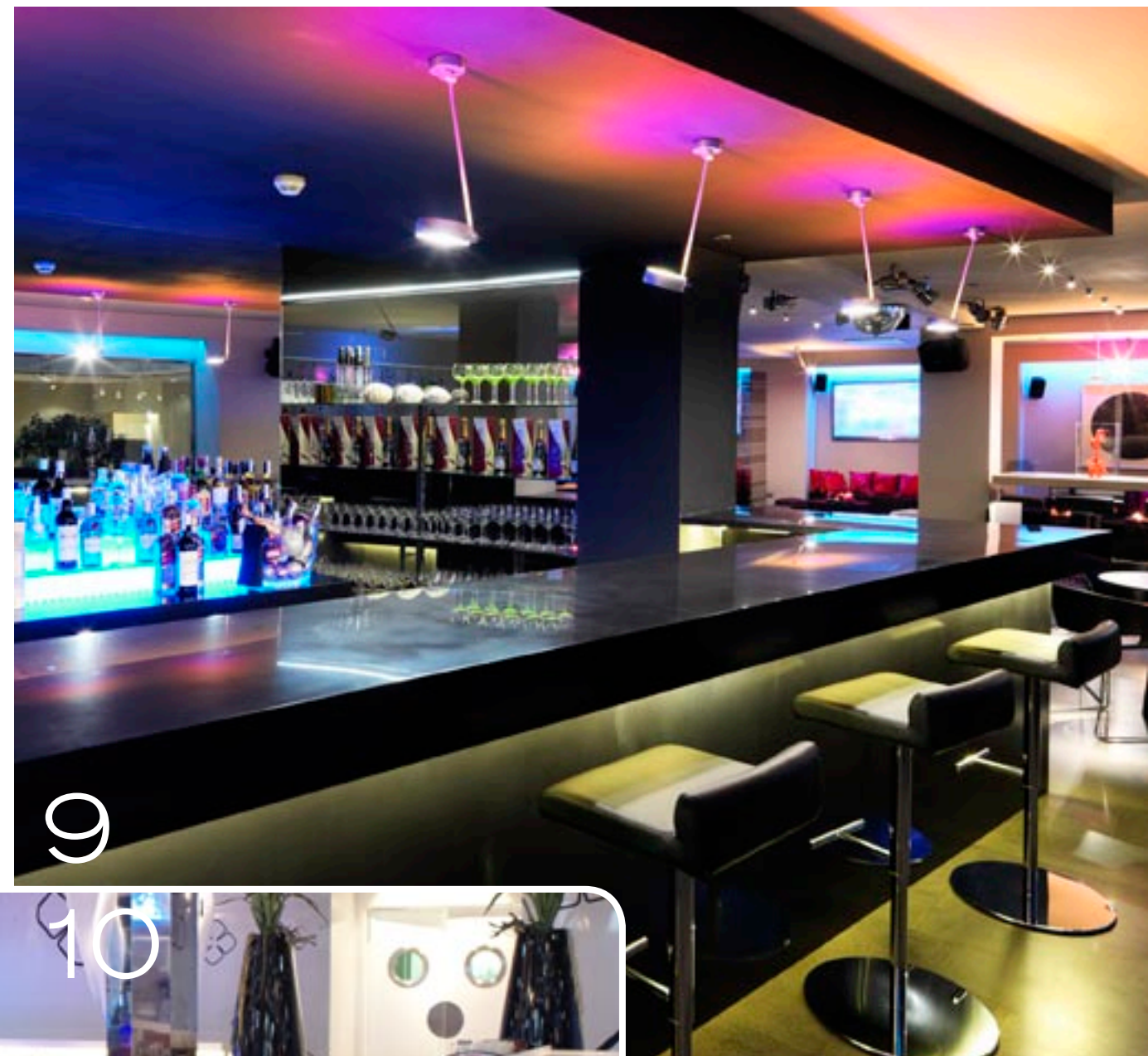
The ultra-white bar's rounded forms made in Solid Surface by Systempool give a unique and special style to the atmosphere of this modern space which is a great place to enjoy a drink while playing a game of pool. Although ultra-white is the most popular colour, **Krion**'s colour range is made up of 83 colours, a variety that ensures great versatility. Designed by Jesús Verde. Architect: Javier del Río.

**8 OCEAN CLUB SALAMANCA**

This café-restaurant lounge, whose menu has a typically American feel, opened in the most famous university town in Spain. The bar is divided into two distinct parts, the upper part being made of ultra-white and seamless **Krion** and the lower part, woven and textured. Designed by Javier Balmori and executed by Kreoss Spain S.L.



8



9



10

**9 HOTEL TABURIENTE (SANTA CRUZ DE TENERIFE)**

Room 26 is an Afterwork & Music venue designed as a meeting point as well as for concerts and is divided into perfectly separated spaces. One of them is the imposing **Krion** bar in black, with an ethnic decoration of African and Eastern motifs and ochre and aubergine colours. Designed by José R. Fragoso and executed by Carpintería Ramos e Hijos.

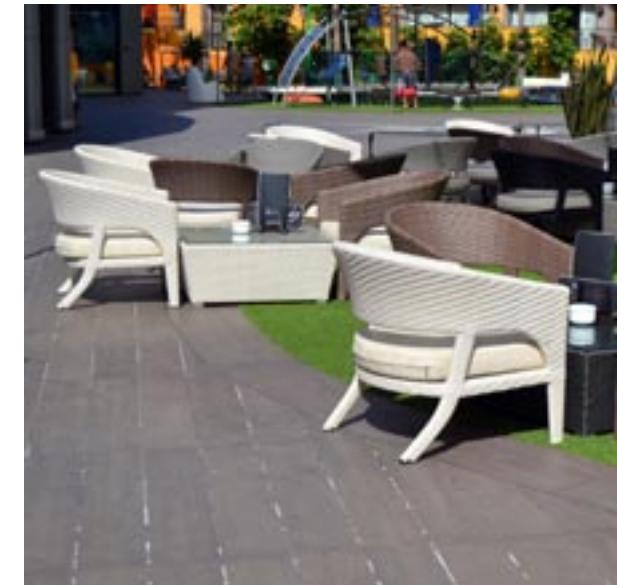
**10 CASINO CIRSA VALENCIA**

The ONE VLC restaurant, within the Valencian Casino, offers *avant-garde* and traditional food that matches its sophisticated interior decoration. The long **Krion** bar, illuminated at the base, is perfect for savouring an aperitif before enjoying a very varied and delicious buffet. Architect: Jose M<sup>o</sup> Lozano. Designed by Nacho Moscardó (Arquitectura Interior) and executed by Creaciones Parma.



# PARQUE SANTIAGO RESORT

The Parque Santiago complex, in its constant quest for quality improvement, has entrusted **Porcelanosa Group** to renovate several areas of the Parque Santiago IV.



**O**n Playa de las Américas, in the south of Tenerife Island, is the Parque Santiago IV, a Canary Islands-style apartment complex that is part of the Parque Santiago touristic, accommodation, leisure and hotel resort and covers some 67,000 square metres. With a surface area of 20,000 square metres, it is on the most important shopping avenue in the Canary Islands, is close to the sea and has direct access to the beach and walks along the promenade.

Parque Santiago, totally committed to constant innovation and renovation, has used materials by **Porcelanosa Group** to restore several leisure areas in Parque Santiago IV, including the Gula restaurant, the Santiago supermarket and the square in the heart of the resort. A commitment to improvement which, as put by Javier Cabado González, Executive Vice President of Parque Santiago, "has placed us in an *avant-garde* position regarding quality and service standards for over two decades. This won us the 2012 Medal for Excellence in Tourism awarded by the Government of the Canary Islands". In order to energise and adapt its offer to customer demand this commitment to the future includes important actions that have been, and are being, undertaken. "This is why we didn't hesitate in choosing, from the outset, the design and quality of materials by **Porcelanosa Group**, which provide our facilities with an added value that is much desired and appreciated both by us and our customers," Cabado says. ✂



The outside and terraces of the Parque Santiago IV resort were done in non-slip **Tavola Foresta** 19.3 x 120 cm, by **Venis**. Inside, the flooring is **Ferroker**, 59.6 x 120 cm, by **Porcelanosa**. Solid Surface **Krion®** by **Systempool** was used for the wall coverings

and for the countertops and auxiliary furniture. In the bathroom, the wall covering in **Technic Snow** 59.6 x 120 cm, by **Porcelanosa** stands out as do the floor-mounted taps for the **Lounge** basin with chrome finish, by **Noken**.

## MATERIALS EVOCATIVE OF TIMES PAST

**D**irected by interior designer Lázaro Rosa-Violán who is very much in fashion, and using quality **Porcelanosa Group** materials, Castell de Saint Marçal, in Cerdanyola del Vallès (Barcelona), recently renovated its restaurant. Located next to the 12th-century castle, its design was inspired by the old "French *orangeries* of palaces and castles, where big family celebrations were held". Faithful to his own style, Rosa-Violán, who directs Contemporainstudio, describes himself as an "urban archaeologist" finding the right style for each project. Thus, this 480-square metre banquet hall has become the perfect place to celebrate all kinds of social events, and with seating for 450 people it now enjoys a renovated and fresh French look in total harmony with the adjacent gardens and castle. **///**



Although the castle was originally built to a square plan with a central patio, a tower and a Gothic chapel and surrounded by a moat, in 1895 architect Cayetano Buigas clad it with fantastical decoration inspired by Romanesque and Gothic architecture. Subsequently, and over the past 30 years, other work has been carried out, such as the restoration overseen by castle restorer José Luis Vives and a number master artisans. Well-known landscape designer Luis González Camino also collaborated.

For the flooring in a drawing room next to the castle (*left*), interior designer Lázaro Rosa-Violán used **Terracotta Earth & Fire White Touch** 40 x 40 cm and **Terracotta Earth & Fire Black Touch** 40 x 40 cm, by **L'Antic Colonial**.



# PORCELANOSA IN THE WORLD

## EUROPE

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DENIA - LLACER INSTALACIONES Y SERVICIOS
Pedreguer 10-12.
T: 965 781 635 - F: 965 789 821
ELCHE - PORCELANOSA
Avda. Alicante, 105.
T: 966 610 676 - F: 966 610 700
JAVEA - AZULEJOS JAVEA
C/Liverpool, 4.
T: 965 791 036
SAN JUAN - PORCELANOSA
Carretera Valencia, km 88.
T: 965 656 200 - F: 965 655 644

#### ALMERÍA

ALMERÍA - PORCELANOSA
Avenida Mediterráneo, 2º tramo.

T: 950 143 567 - F: 950 142 067
EL EJIDO - PORCELANOSA
Ctra. N-340, km. 411.
T: 950 483 285 - F: 950 486 500
VICAR - PORCELANOSA
Centro Comercial Viapark, Parcela 1.
T: 950 325 575 - F: 950 338 651

#### ASTURIAS

OVIEDO - PORCELANOSA
Pol.Espiritu Santo C/ Dinamarca s/n.
T: 985 791 526- F: 985 985 963

#### ÁVILA

ÁVILA - PAVIMARSA
Pol. industrial Vicolozano - Parcela 2.
T: 924 320 s/n, Cuiña.
T: 924 330 315
BADAJOZ - GALLERY CERAMIC
Carretera N-V Madrid-Lisboa, km 399.
T: 924 229 144 - F: 924 229 143

AZUAGA - CÖRVILLO VERA
Pol. Industrial Parcela 5.
T: 924 892 579- F: 924 890 688
LLERENA - CERAMIC
C/ Convento Santa Isabel, 2
Local Comercial.
T: 924 108 318

#### BARCELONA

L'HOSPITALET DE LLOBREGAT - PORCELANOSA
Ciéncies, 65. Gran Via l'Hospitalet.
T: 932 642 500 - F: 932 007 036
CALAF - PLANELL
Ctra. Manresa Km.31 .
T: 938 698 750 - F: 938 600 181
CANOVELLES - COMERCIAL MAESTRO CANET
Ctra. Can Castells, nau 7-8.
T: 938 466 568 - F: 938 409 216
CASSERES - MATERIALS CASSERRES
Sant Rafael.
T: 938 213 770
MANRESA - PRAT MATERIALS I MAQUINARIA
C/ Mossen Jacint Verdaguer, 26.
T: 938 741 903 - F: 938 741 903
NAVAS - PRAT MATERIALS I MAQUINARIA
C/ De Muijar, 52.
T: 938 204 033 - F: 938 204 098
SABADELL - CASANOVA
Avda. Rafael Casanova 24
T: 937 481 015 - F: 937 274 834
ST. BOI DE LLOBREGAT - GARRO
Ctra. Sta. Creu de Calafell, km. 10.7.
T: 936 545 952 - F: 938 400 620
ST. FRUITOS DE BAGÉS - CASANOVA
Ctra. De Manresa a Berga Km. 1. Naus 2-7.
T: 938 770 625- F: 938 776 530
VILANOVA DEL CAMÍ - PLANELL
Ctra. Vilafranca 108-111.
T: 938 060 240 - F: 938 060 239

MAQUINARIA
C/ Mossen Jacint Verdaguer, 26.
T: 938 741 903 - F: 938 741 903
NAVAS - PRAT MATERIALS I MAQUINARIA
C/ De Muijar, 52.
T: 938 204 033 - F: 938 204 098
SABADELL - CASANOVA
Avda. Rafael Casanova 24
T: 937 481 015 - F: 937 274 834
ST. BOI DE LLOBREGAT - GARRO
Ctra. Sta. Creu de Calafell, km. 10.7.
T: 936 545 952 - F: 938 400 620
ST. FRUITOS DE BAGÉS - CASANOVA
Ctra. De Manresa a Berga Km. 1. Naus 2-7.
T: 938 770 625- F: 938 776 530
VILANOVA DEL CAMÍ - PLANELL
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T: 938 060 240 - F: 938 060 239

#### BURGOS

MEDINA DE POMAR - CERÁMICA DE LAS MERINDADES
Avda. Bilbao, 11.
T: 947 192 081 - F: 947 192 082
MIRANDA DE EBRO - JORGE FERNÁNDEZ
Carretera de Carrón, Km.1.
Camino Fuente Basilio, s/n.

T: 947 323 351 - F: 947 314 589
BURGOS -BIGMAT FONTECHA
Alcalde Martín Cobos, 15. Nave 5 y 6.
T: 947 483 902 - F: 947 483 941
ARANDA DEL DUERO -GRUPO DISMAR DUERO S.L.
Avda. Portugal, Parcela 17
T: 947 513 281 - F: 947 513 349

#### CÁCERES

CÁCERES - PORCELANOSA
Avda. Juan Pablo II, 130.
T: 927 236 337 - F: 927 236 205

MORALEJA - BIGMAT CAYUELA
Avda. Extremadura, 26.
T: 927 515 198 - F: 927 147 266
PLASENCIA - ALCATADORES ROMU S.A.
Avda. del Valle, 59.
T: 927 426 493 - F: 927 426 495

#### CÁDIZ

EL PUERTO DE SANTA MARIA - PORCELANOSA
Pol. El Palmer. Carretera Madrid-Cádiz, km 65,3.2 .
T: 956 540 084 - F: 956 872 464
ALGECIRAS - PORCELANOSA
Ctra. de Málaga, km 109.
T: 956 635 282 - F: 956 635 285
JEREZ DE LA FRONTERA - PORCELANOSA
Carretera N-IV. Parque Empresarial, parcela D1.
T: 956 187 160 - F: 956 302 904
OLVERA - ALMECÓR
Avda Julián Besteiro, 29.
T: 956 120 776 - F: 956 120 776
SAN FERNANDO - PORCELANOSA
Polígono Tres Caminos, s/n.
T: 956 592 306 - F: 956 884 677
UBRIQUE - DOCURRI
Paseo del Prado 38-40.
T: 956 461 838 - F: 956 460 384
VILLAMARTIN - AZULGRIF
C/ Rosario, 9.
T: 956 730 687 - F: 956 730 911

#### CANTABRIA

SANTANDER - PORCELANOSA
Avenida Parayas, s/n.
T: 942 352 510 - F: 942 352 638
TORRELEVEGA - PORCELANOSA
Boulevard Demetrio Herrero, 1.
T: 942 835 026 - F: 942 881 787

#### CASTELLÓN

CASTELLÓN DE LA PLANA - PORCELANOSA
Asensi, 9.
T: 964 239 162 - F: 964 238 930
VILLARREAL - PORCELANOSA
Ctra.Viña-real - Puebla de Arenoso (CV- 20) Km. 0,7
T: 964 506 800 - F: 964 525 418
VINARÓZ - PORCELANOSA
Carretera N-340, km 1.050,1.
T: 964 400 944 - F: 964 400 650

#### CEUTA

CEUTA - BAEZA.
Ampliación muelle de Poniente, 96.
T: 956 511 312 - F: 956 511 309

#### CIUDAD REAL

CIUDAD REAL - PORCELANOSA
Carretera de Carrón, Km.1.
T: 926 251 730 - F: 926 255 741

ALCAZAR DE SAN JUAN - PORCELANOSA
Corredera, 56.
T: 926 546 727 - F: 926 546 727
TOMELLOSO - PORCELANOSA
Avda. de los industriales, parcela 9. (P.I. El Bombo)
T: 926 529 206 - F: 926 529 207

#### CÓRDOBA

CÓRDOBA - PORCELANOSA
Ctra. Nacional IV Km.404. Pol. de Torrecilla.
T: 957 760 024 - F: 957 760 123
POZOBLANCO - ACAÑAS CABRERA
Ctra. pozoblanco-Alcaracejos Km 3,3
T: 957 772 999- F: 957 131 170
VILLA DEL RIO - JUAN PRIETO E HIJOS S.L.
Ctra. Bujalance, s/n
T: 957 177 693 - F: 957 177 335
HINOJOSA DEL DUQUE - HORMIGONES SAN FRANCISCO
C/ Velázquez, 13
T: 957 140 181
SANAMIENTO Y REVESTIMIENTOS JULIO
C/ Camino Fontanal s/n
T: 957 540 943

#### CUENCA

CUENCA - PORCELANOSA
Hermanos Becerril, 6 bajo.
T: 969 233 200 - F: 969 234 475
CASAS DE HARO - MAT. CONST. MARTINEZ ORTEGA
C/ Dos de Mayo, 28.
T: 969 380 708 - F: 969 380 708
TARANCÓN - VICENTE DE LOS RIOS S.A.
Avda del Progreso, 19.
T: 969 321 323 - F: 969 321 334
VILLANUEVA DE LA JARA - ALMACENES PAÑOS S.L.
Camino de Rubielos, 8.
T: 967 498 000 - F: 967 498 000

#### GIRONA

BLANES - BRECÓR SL
Ctra.Tordera,79. Blanes.
T: 972 336 062 - F: 972 358 482
SARRIA DE TER - FERRER CERVIÀ
Avda. França, 192.
T: 972 173 442 F: 972 173 456
MONT-RAS - MERCAMAT
Ctra. C-31, Km 329,8.
T: 972 612 027 F: 972 302 146
PALAMOS - TG NOVA ARQUITECTURA
Avda. Catalunya, 91.
T: 972 312 250 - F: 972 312 249
PALOL D'ONYAR-QUART - OLIVERAS
Ctra. Comarcal C-250 Km. 4,3.
T: 972 468 119 - F: 972 468 123

#### GRANADA

ARMILLA - TECMACER
Avenida San Rafael. (Junto Sprinter).
T: 958 253 081 - F: 958 183 367

#### GUIPÚZCOA

SAN SEBASTIÁN - JORGE FERNÁNDEZ
Polígono Belarza. Fernando Migóika, 15.
T: 943 376 966 - F: 943 376 841

#### HUELVA

HUELVA - PORCELANOSA
Ctra. Tráfico Pesado, s/n Pol. La Paz.
T: 959 543 600 - F: 959 237 951

#### HUESCA

HUESCA - PORCELANOSA
Pol. Sepes. C/ Ronda la Industria 1-3 nave C.
T: 974 242 738 - F: 974 242 676
FRAGA - BERGES CENTRO COMERCIAL
Avda. Aragón, 70.
T: 974 471 439 - F: 974 471 439

AINSA - COMERCIAL CAMPODARVE
Pol. Ind. Sobrarbe, naves 11 y 12
T: 974 500 267 - F: 974 500 865

#### ILLES BALEARS

PALMA DE MALLORCA - PORCELANOSA
Gran Via Asima, 21 Pol. San Castelló.
T: 971 430 667 - F: 971 297 094
INCA (MALLORCA)- PORCELANOSA
C/Pagesos s/n. Pol. Inca.
T: 971 507 650 - F: 971 507 656
LLUCMAJOR (MALLORCA) - MAGATZEM SES FORQUES
C/ Doctor Fleming, 10.
T: 971 662 114 - F: 971 662 816
SOLLER- C'AN SOLER
c/ del Mar,193.
T: 971 630 219
MANACOR- GALMES
c/ Via Palma.
T: 971 554 502
CALA D' OR- MACODOR
Ctra. Calonge-Cala D'or.
T: 971 658 210
ANDRAITX - TUCASA
C/ Habana.
T: 971 136 476
SANT ANTONI DE PORTMANY (IBIZA)- PORCELANOSA
Pol. Monte Cristo, s/n. Ctra. Ibiza.
T: 971 317 292 - F: 971 317 293

#### JAÉN

JAÉN - PORCELANOSA
Polígono Olivares. Carretera Bailén-Motril, km 323.
T: 953 280 757 - F: 953 284 035
ALCALA LA REAL - PAVIMENTOS AZUGRISA
Polígono Ind. Fte. Granada.Vial II.
T: 953 582 963
BEAS DE SEGURA - GRUPO PEREA MORANTE S.L.
Polígono El Cornicabral, parcela 517
T: 953 424 565
HUELMA - VIFERSAN S.L.
C/ Virgen de la Fuensanta, 61.
T: 953 391 413
LINARES - HERNÁNDEZ GÁMEZ S.L.
Ctra. Torreblascopedro, s/n.
T: 953 693 423 - F: 953 693 444
ÚBEDA - HERNANDEZ GAMEZ
Avenida de la libertad, 88.
T: 953 795 168 - F: 953 795 168
VILLAGARRILLO - MAT. CONST. Y SAN. HIJOS MARTIN SANCHEZ
C/ José Rodero Mataran, 53.
T: 953 454 167

LEON
SAN ANDRÉS DE RABANEDO - PORCELANOSA
Ctra León-Astorga, km 3,5. - San Andrés de Rabanedo -
T: 987 801 570 - F: 987 801 475

#### LEÓN

SAN ANDRÉS DE RABANEDO - PORCELANOSA
Ctra León-Astorga, km 3,5. - San Andrés de Rabanedo -
T: 987 801 570 - F: 987 801 475

#### LLEIDA

EL PONT DE SUERT - PRETENSADOS RIBERA
Ctra. N-230 Km. 124,5.
T: 973 690 063 - F: 973 690 400
LA SEU D'URGEL - MATERIALS PIRINEU
T: 968 705 647 - F: 968 705 648
CARTAGENA - PORCELANOSA
C/ Belgrado. Parcela 81. Pol. Ind. Cabezo Beaza.
T: 968 529 302 - F: 968 528 362
LORCA - PORCELANOSA
Ctra. de Granada, 127.
Polígono Los Peñones.
T: 968 478 130 - F: 973 711 448
VIELHA - COMERCIAL RIBERA
Ctra. França, 40 (Mig Aran).
T: 973 641 460 - F: 973 642 271
TARREGA- NOUMAG
C/Júpiter,7 (Pol. Ind. La Canaleta).
T: 607 497 330
BALAGUER - J FARRE
Carrer Urgell, 39
T: 973 445 765 - F: 973 445 072

#### LUGO

FOZ - ALMACENES BAHIA
Maestro Lugilde, 6.
T: 982 140 957 F: 982 132 065
LUGO - ARIAS NADELA
Tolda de Castilla, s/n.
T: 982 245 725 Fax: 982 246 625
XOVE - ESTABLECIMIENTOS REY,S.L.
Avda. Diputación, 88
T: 982 592 006 - F:982 592 071

#### MADRID

LEGANÉS - PORCELANOSA
Avda. Recomba, 13. Pol. la Laguna Salida 53 - M50.
T: 914 819 200 - F: 916 930 292
ALCOBENDAS - PORCELANOSA
Parque Río Norte.
T: 916 623 232 - F: 916 624 607
ALCORCÓN - PORCELANOSA
Ctra. N-V, km 15,5. Parque Oeste de Alcorcón.
T: 916 890 172 - F: 916 890 170
MADRID - PORCELANOSA
Ortega y Gasset, 62. Esquina Conde Peñalver.
T: 914 448 460 - F: 914 025 111

MADRID - PORCELANOSA
Alcalá, 514.
T: 917 545 161 - F: 917 545 555

#### MÁLAGA

MÁLAGA - PORCELANOSA
Avda. Velázquez, 77.
T: 952 241 375 - F: 952 240 092
ANTEQUERA - PORCELANOSA
Rio de la Villa, 3. Pol. Industrial.
T: 952 701 819 - F: 952 843 751
MARBELLA - PORCELANOSA
Avda. Ricardo Soriano, 65.
T: 952 826 868 - F: 952 822 880
VELEZ MÁLAGA - MATERIALES MUÑOZ PÉREZ S.L.
Ctra. Tráfico Pesado, s/n Pol. La Paz.
T: 952 507 879 - F: 952 671 294

#### MELILLA

MELILLA - EXPOBAÑO LA MODERNA
Paseo Marítimo Mir Bertanga, 19.
T: 952 671 144 - F: 952 671 294

#### MURCIA

MURCIA - PORCELANOSA
Avda. Juan de Borbón, s/n. Parque Comercial Thader.
T: 968 879 527 - F: 968 831 725
CARAVACA DE LA CRUZ - PORCELANOSA
Avenida Ctra. Granada, 20.
T: 968 705 647 - F: 968 705 648
CARTAGENA - PORCELANOSA
C/ Belgrado. Parcela 81. Pol. Ind. Cabezo Beaza.
T: 968 529 302 - F: 968 528 362
LORCA - PORCELANOSA
Ctra. de Granada, 127.
Polígono Los Peñones.
T: 968 478 130 - F: 968 470 820
YECLA - COMERCIAL RIBERA
Avenida de la Paz, 195.
T: 968 718 048 - F: 968 718 048

#### NAVARRA

MULTIVA BAJA - MONTEJO CERÁMICAS
Pol. Ctra. Tajonar, Calle 2, Naves 2-4.
T: 948 239 065 - F: 948 230 503
CINTRUENIGO - CERÁMICAS CECILIO CHIVITE
Pol. Ind. s/n. Variante N-113.
T: 948 811 973 - F: 948 815 249
PAMPLONA - MONTEJO CERÁMICAS
Navas de Tolosa, s/n.
T: 948 224 000 - F: 948 226 424
TUDELA - MONTEJO CERÁMICAS
Ctra. Tudela -Tarazona, Pol. Centro de Servicios de Tudela.
T: 948 848 365- F: 948 848 573

#### OURENSE

OURENSE - BLANCO QUINTAS
C/ Nosa Señora da Sainza, 48.
T: 988 391 114 - F: 988 250 413
CARRALLÓN - JOSE R. PITEIRA,S.L.
Avda. Julio Rodríguez Soto,63.
T: 988 271 071 - F: 988 274 780

#### PALENCIA

PALENCIA - CANTALAPIEDRA
C/ La Puebla,2. T: 979 706 421 - F: 979 702 652

#### PONTEVEDRA

DENA - PREFABRICADOS DENA S.L.
Rua Galicia, 24
T: 986 743 121
SEIXO, MARÍN - SANEAMIENTOS ROSALES
Avenida Doctor Otero Ulloa, 1.
T: 986 702 041 - F: 986 702 080
O GROVE - PREFABRICADOS DENA S.L.
C/Alexandre Boveda, 82
T: 986 733 230 - F: 986 733 415
LALÍN - ALMACENES CANDA, S.L.
Calle Monserrat, 36-39 - B.
T: 986 780 184 - F: 986 782 301
MOS- BLANCO QUINTAS, S. B.
Monte Faquiña s/n - B.
T: 986 288 041 - F: 986 486 316

VIGO - SANEAMIENTOS ROSALES
García Barbón, 139 - B.
T: 986 228 806
**SALAMANCA**
**SALAMANCA** - PORCELANOSA
Pol. Villares. Ctra. Salamanca - Valladolid, km 2,5.
T: 923 243 811 - F: 923 123 414

**SANTA CRUZ DE TENERIFE**
**SANTA CRUZ DE TENERIFE** - PORC. Y PAV. CANARIOS
Avda. 3 de Mayo, 18.
T: 922 209 595 - F: 922 209 596
LOS LLANOS DE ARIDANE - AFElsa
Las Rosas, s/n.
T: 922 461 112 - F: 922 461 166
**SANTA CRUZ DE LA PALMA** - AFElsa
Abenguareme, 3.
T: 922 412 143 - F: 922 420 012

#### SEGOVIA

EL ESPINAR - SEGOCER
Carretera Madrid - La Coruña, km 64.
T: 921 172 426 - F: 921 171 828
SEGOVIA - SEGOCER
José Zorrilla, 134.
T: 921 444 122

#### SEVILLA

SEVILLA - PORCELANOSA
Pol. Ind.La Negrilla. C/ Tipografía,2. (Autovia A-92 Málaga-Granada)
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DOS HERMANAS - PORCELANOSA
Parque Cial, Zona 2. Doctor Fleming, Sector 13, Parcela 3.
T: 965 661 368 - F: 955 661 368
LORA DEL RIO - HERNÁNDEZ CARBALLO S.L.
C/ Betis s/n.
T: 965 800 473 - F: 955 801 439
TOMARES - PORCELANOSA
San Roque, s/n. Polígono El Manchón.
T: 954 152 792 - F: 954 153 188

#### SORIA

SORIA - MAT. CONSTRUCCIÓN ODORICIO S.L.
Polígono las Casas-Il. Calles A y J, Parcela 201.
T: 975 233 228 - F: 975 232 188

#### TARRAGONA

CAMBRIJS - MONSERRATE ESTIL CERAMIC SL
Pol. Ind. Bellanes nau 5 Ctra. Cambrijs-Montbrí.
T: 977 364 900 - F: 977 364 953
ALCOVER - EXPOMAT
C/ Tramuntana, s/n (pol. Roques Roges)
T: 977 760 476
EL VENDRELL - COMERCIAL STC
C/P de les Oques, 8.
T: 977 661 951
REUS - COMERCIAL STC
C/ Ferradises, 1.
T: 977 31 25 02 - F: 977 317 211
RODA DE BARA - CONSTRUCCIONS CIURO
Acceso a Roda de Bara Km. 1.
T: 977 802 951 - F:977 802 012
VALLS - RAMÓN MAGRIÑA BATALLA
C/ Montblanc 14.

T:977 600 210 - F:977 603 302
TORTOSA - MATERIALS GISBERT
Ctra. Gandesa Km 3,5.
T:977 500 306 - F:977 501 550
**TERUEL**
**TERUEL** - GARGÓN
Polígono La Paz, Parcela 143-149.
T: 978 609 661

#### TOLEDO

TOLEDO - PORCELANOSA
Pol.Ind.Sta. María de Benquerencia, C/del Río Marchés,123
T: 925 232 402 F:925 232 406
ILLESCAS - PORCELANOSA
Ctra. A-42 Km. 32
T: 925 532 011 F:925 5



Photo: Corbis.

## An architectural galaxy in Beijing

This fascinatingly seamless and certainly daring complex stands in the heart of the Chinese capital. Officially opened last October, its designer took part in the event accompanied by Zhang Xin and Pan Shiyi from Soho China, the project developers.

The complex is part of the evolution and large-scale change that the city of Beijing has been experiencing these past years. Zaha Hadid explains: "Working on Galaxy Soho has been exciting. Its design responds to the needs of Beijing's dynamism and a variety of its contextual links. We have created a wide range of public spaces that are directly intertwined with the city, reinterpreting its traditional urban structure and the patterns of contemporary life within an urban landscape inspired by nature." A project with a total of four separately arranged volumes connected by a series of walkways that form a dynamic and fluid world in its interior.

Located in the Chaoyangmen area, Galaxy Soho was created in harmony with the movent patterns of urban life. "The natural rhyhms and flows of the city, its surroundings and people were integrated into the design", the architect explains. In addition, the project took into account the way sunlight enters and moves so that natural light suffuses this impressive place. /



The opening of Galaxy Soho was attended by 15,000 people from all corners of the globe. Galaxy Soho has a mixed-use surface of 330,000 m<sup>2</sup>. It has 18 floors - 15 above ground and three below. The latter and the first few above-ground floors are devoted to commercial spaces and courtyards. From the fourth floor upwards, the premises are occupied by offices.