



Observatorio
de Tendencias
del Hábitat

40 YEARS OF DESIGN AND TRENDS IN CERAMIC TILES

The authors

To mark the 40th anniversary of Cevisama, we present a new report that takes a look back at design and trends in the Spanish ceramic tile sector over the last four decades

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40 years of design and trends in ceramic tiles



The first edition of Cevisama—the ceramic tile, glass, sanitaryware, machinery & materials fair—was held in March 1983, with 163 exhibitors and products displayed at stands that were superb examples of craftsmanship. At later editions, the prizes of the 14th Industrial Design Competition and the Alfa de Oro Awards, organized by the S.E.C.V., were given.

40 years of Cevisama

From 1987, ceramic tiles, machinery, glazes and raw materials became established features of Cevisama, and it opened up to include the bathroom, kitchen and furniture sectors.

One moment...

How did we get where we are?

80s → 1990

1980's society was complex and dynamic, characterized by economic changes, technological developments, social movements and a culture that has left a lasting mark on contemporary history.



2000 → 2010

With the start of the new millennium, society found itself immersed in technological changes, with the emergence of social networks like Facebook and dominance by Google.



2024

90s → 2000

The decade of the 1990s was a time of discovery, with a new digital era, cultural movements, and a social awareness in a constant state of evolution.



2010 → 2020

This was a decade with a raised awareness of the need for sustainability and environmental care, together with recognition of diversity and inclusion.

Interior design

In the 80s, colour and nostalgia both featured in trends in interior design. The bold approach, mixes and creativity that could be seen in design projects reflected the optimistic spirit of the time.



80s

Ceramic tiles

In the 1980s, there was a more technical approach to tiles. Glaze effects, colours, and hand-painted mural tiles were perfected.



The_80s_interior

Technology

Improvements were made to manufacturing technology. This gave rise to a more industrialized production system, focused on ensuring a wide variety of effects and colours.

Full colour

Tile manufacturers focused on colour and, above all, on glaze effects. Monochrome tiles were used to clad living spaces throughout to create an immersive experience.



Effects

Bathrooms were given a deluxe feel by incorporating features with architectural reminiscences. The first marble-effect tiles had a TV screen effect, which could act in their favour or not.



Subtle shade differences

Waxed rustic tiles gave way to rustic-effect floor tiles. Generally speaking, they were 25x25 square tiles with subtle shade differences that set one tile apart from another.



Interior design

In the 90s, there was a trend toward opulent, luxury design styles, with big living rooms that were still separate from the rest of the home, decorated with curtains, chandeliers, select furniture and lots of finer details. This liking for deluxe looks also extended to kitchens and, above all, to bathrooms, with the introduction of the first marble-effect tiles.

Ceramic tiles

Ceramic tiles played a more prominent role, thanks to the first marble designs, grits and 3rd fired skirting tiles.

90s





Technology

Tile manufacturing technology evolved, particularly in the decoration of special tiles and in relief textures. Production lines featured successive machines for creating different effects, and this enriched designs.

Mosaic tiles

Mosaic tiles became the in thing, leading to the launch of faux mosaic tiles that were quicker to lay, with embossed surfaces that simulated tesserae and carefully conceived designs.



Rustic tiles

1990s' rustic looks were mainly inspired by stone designs. Thanks to the variety of formats and the way they were laid, settings with a definite rural charm could be created.



Marble-effect

Marble, such as ivory cream, red Alicante and Travertine marble, was a highly popular natural material, and the tile sector took good advantage of this by creating its own versions.



Interior design

Homes shrank in size and their layout began to be planned from a new perspective in order to take more advantage of the available space. With the new era, thanks to technology, electrical appliances took up less room. Furniture became straighter, more angular and more clear-cut in design. A new style, known as minimalism, became all the rage in homes.



2000

Ceramic tiles

During the period, continuous roller kilns became well established, leading to much bigger designs and, as a result, to seamless looking tiled surfaces.



Technology

While inkjet machinery and printing inks were being perfected, tile manufacturers focused on producing increasingly large formats or more stylized ones. Design and development teams found it more complicated than they had expected to adapt to the new technology.

Colour palettes

Efforts were made to reproduce natural materials more realistically, using a truer-to-life colour palette to emulate stone, marble and cement.



Neo-baroque

Flamboyant, ostentatious glossy shines and touches of gold featured in the neo-Baroque styles that were so popular in Eastern and Arab markets.



Satin finishes

With the popularity of minimalist design styles, glossy finishes gave way to satin ones. Porcelain tile collections gradually incorporated satin finishes for tiles usable on both walls on floors.



Interior design

During this decade, the tendency to fuse different decorative styles became very much in vogue. Industrial looks, with vintage features evocative of bygone times, became a popular option. Although it was in cafes and other commercial spaces that this style was most evident, it also made an impact in homes, where it was used to add a distinctive touch to living spaces.

Ceramic tiles

Inkjet printing technology was perfected and tile designs mainly focused on cement, metal and wood effects, together with patterns evocative of encaustic cement tiles

2010





Technology

The second decade of the new millennium was characterized by the mass introduction of inkjet printing systems. Thanks to technological advances, large-format tiles could be decorated, and TV screen effects became a thing of the past. Designs finally grew so much that it was hard to find two tiles with exactly the same design in a collection.

Murals

The sector was now accustomed to using inkjet technology and its colours, and so the boundaries to design continued to be pushed back. Full-colour murals with realistic images featured in many tile ranges.



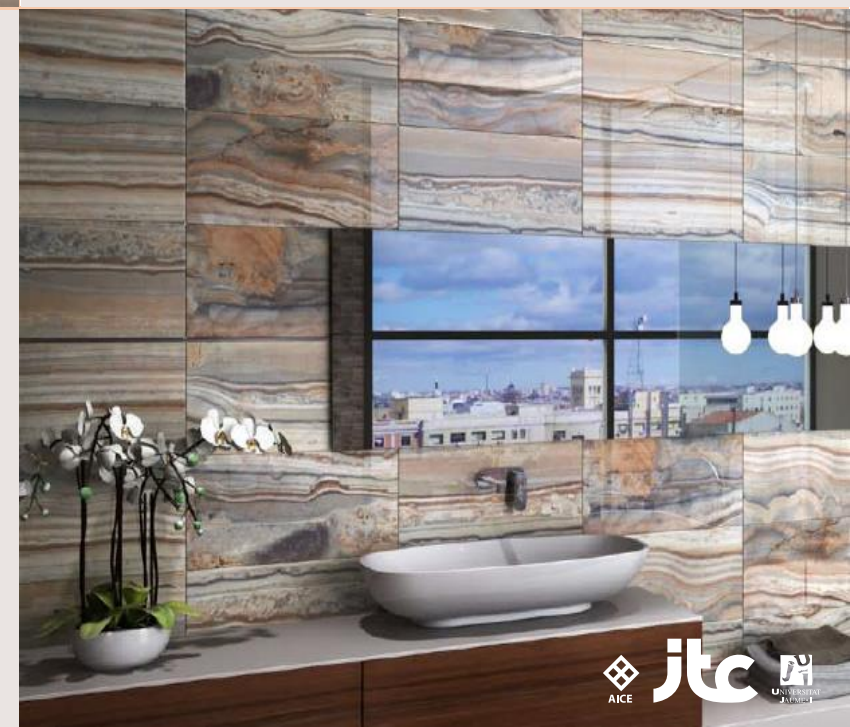
Marble-effect

As with tile murals, natural materials, in particular stone and marble, could be reproduced with amazing new realism.



Decoration

Tile formats and designs grew in size and, with inkjet technology, geometrical patterns became easier to reproduce.



Interior design

The health crisis highlighted the importance of healthcare, technology and the need to adapt communal areas, with our wellbeing becoming a key priority. As the refurbishment of outdoor areas grew in popularity, with emphasis on the creation of healthy settings with a natural feel, a whole new range of products was developed for outdoor use, although these tiles were not just suitable for terraces but also for kitchens and bathrooms.

— Ceramic tiles

The surfaces of tiles reached such realistic heights that they could be confused with the natural material they emulated and it was hard to differentiate between them.



2020



Technology

With the possibility of large formats, slimline tiles, fully digital technology and other innovations, ceramic materials began to play an important role in other sectors, like the furniture industry.

Creativity

Creative efforts led to the evolution of wood-effect tiles, with relief textures and combinations of formats and materials.



Glamorous

At the deluxe end of the market, gemstones were a source of inspiration, with stunning designs and glossy shines.

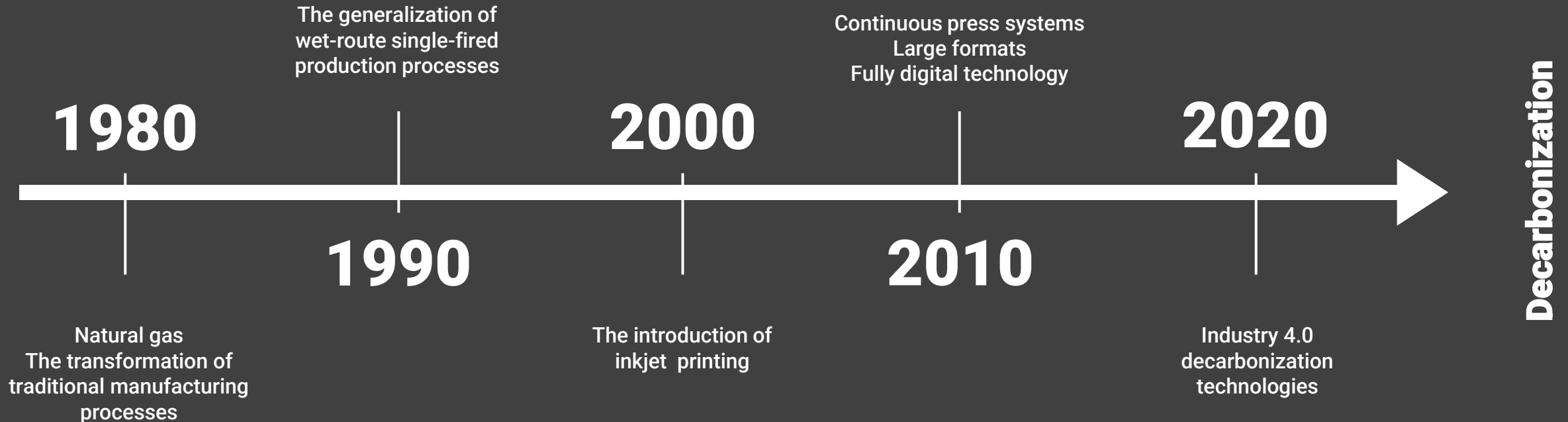


Sensory appeal

Minimalist styles evolved, taking into account warmth and comfort. Textures were brought to tiles, with relief and microrelief textures that triggered a sensory response.



40 years innovating



2024

El sector cerámico español ha innovado y evolucionado para incorporar una **infinita variedad de piezas de diversa tipología**, desde el azulejo y el gres, al porcelánico más técnico. La variedad de formatos, colores y acabados de **la cerámica Tile of Spain** es tan extensa que la podemos encontrar tanto en los pequeños detalles decorativos como en los grandes proyectos interiores y exteriores.

What's New?

Natural



Minimal



Cultural



LuxVersal



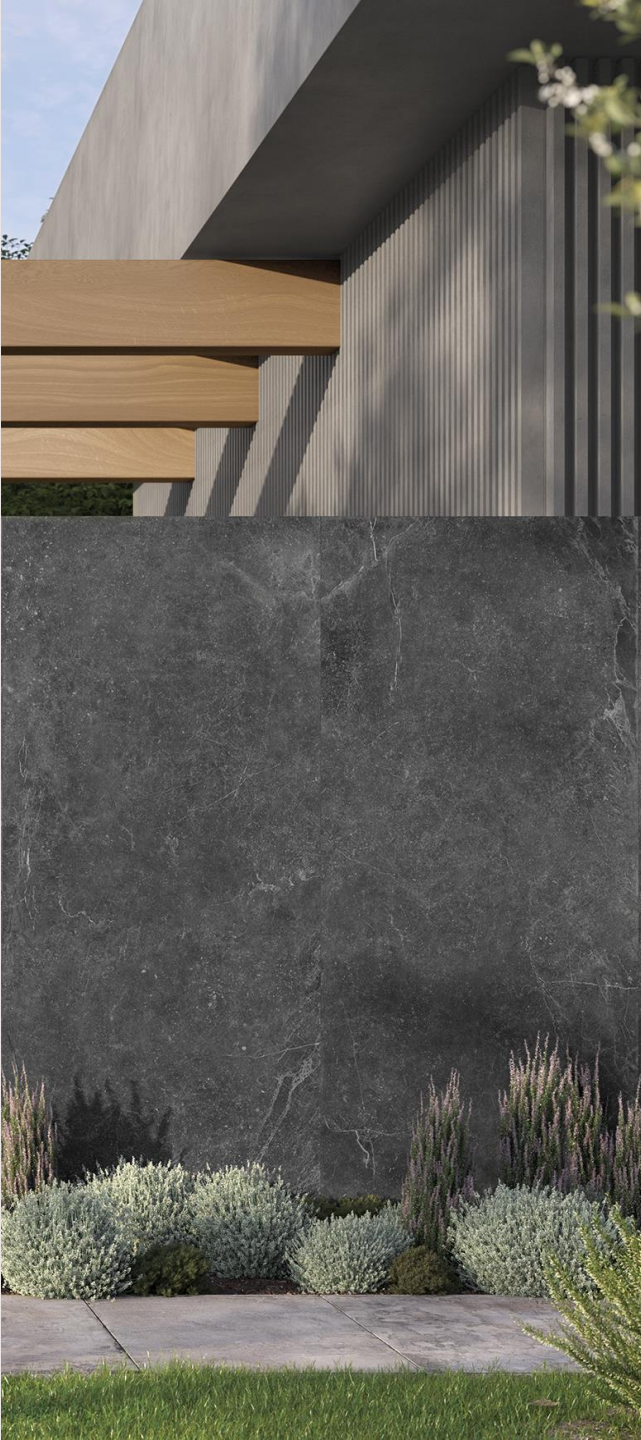
Natural looks

Ceramic tiles inspired by Mother Nature, designed to convey the essence of a natural material, with porous, uneven textures that highlight the intrinsic beauty of the material they emulate.

1

Surfaces with a strong material appeal

Tiles with a primitive appearance evocative of natural materials, featuring rough, uneven, unrefined, cracked or even burnt surfaces.



Natural looks

Architectural projects don't just aspire to fit in with the background setting, but to imitate nature, with tile collections that blend into the backdrop through a harmonious visual process of symbiosis.

Inspired by the idea of subtle interplay with the natural landscape, the architects from OOIO came up with this detached home, Casa Llo. By paying meticulous attention to finer details and carefully selecting the materials that were used, the building becomes one with nature.



Villa Valdemorillo

OOIO Arquitectura

Cerámicas Aparici

Natural looks

Terracotta

Authentic

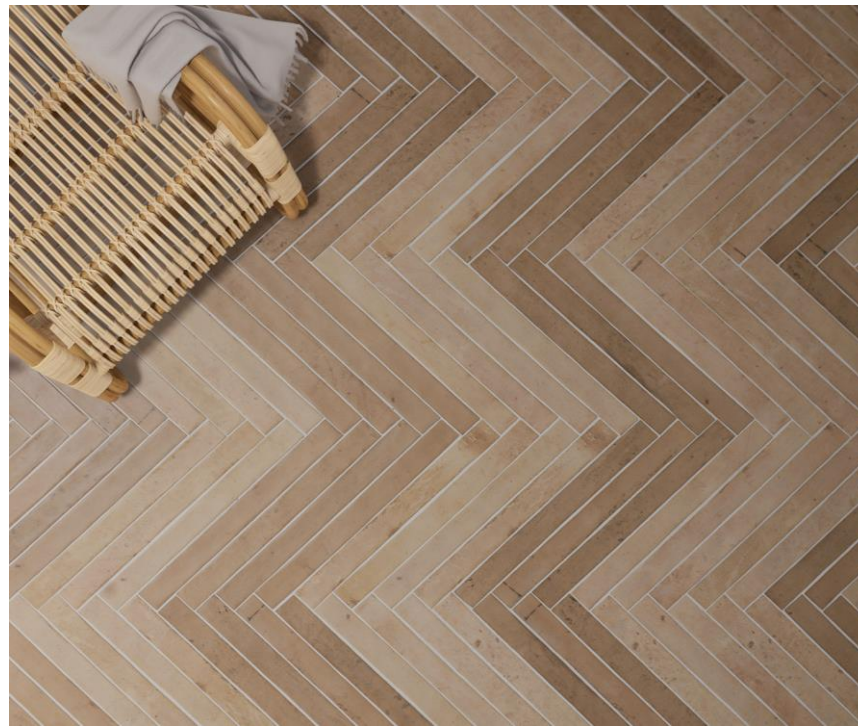
Traditional

Essential

Artisanal

Rustic

Unrefined



Roca Tiles

Altoglass

Natural looks

Wood-effect

Authentic

Materiality

Cracked

Rough

Uneven

Unrefined



Cerámicas Mimas

Exagres

Natural looks

Stone

Rustic

Authentic

Materiality

Oxidized

Worn

Imperfect



Apavisa Porcelánico

Azulejos Benadresa (AB)

Natural looks

Creative

Cement

Mixes

Stracciatella

Fragments

Recycled

Sustainable



Cerámicas Aparici

Vives Azulejos y Gres

Natural looks

Stone

Water

Pools

Nature

Rustic

Materiality



Porcelánicos HDC

El Molino

Línea Natural

Façades

Slats

Terracotta

Authentic

Materiality



Institutes les Aimerigues
Faveton Terracota

Lotte de Recursos Humanos
Templo. Cerámica Mayor

Minimal looks

Minimalist styles have moved toward more soothing, comforting, wrap-around designs. The tiles come in timeless, restful neutral finishes with a tactile sensory appeal.

2

Products that take into account our emotional needs

In the design of these products, special attention is paid to sensory aspects to try and foster a greater sense of wellbeing.



Minimal looks

Beauty is explored in architectural projects through selected shapes and materials in order to create architecture that is at one with the local setting. Soothing, sensitive designs give rise to simple architecture, carefully set in the surrounding landscape, where sensitive observers can revel in the scenery.

This is the approach that was taken to "Casa en el Aire" ("House in the Air"), based on a minimalist philosophy, where simplicity and elegance have been combined in a home that not only manages to blend into the backdrop, but that also invites you to calmly admire the beauty of the surrounding landscape.



Casa en el Aire - NIU Houses

Fran Silvestre Arquitectos

Minimal looks

Grooved

Soft

Soft wall

Sensory appeal

Organic

Biophilia

Relaxing



Realonda

Emotion Ceramics

Minimal looks

Marble

Sensory appeal

Soft wall

Satin

Balanced

Wavy



Roca Tiles

Baldocer

Minimal looks

Cement

Sensory appeal

Soft

Matt

Neutral

Refined



Halcón Cerámicas

Gayafiores

Minimal looks

Wood-effect

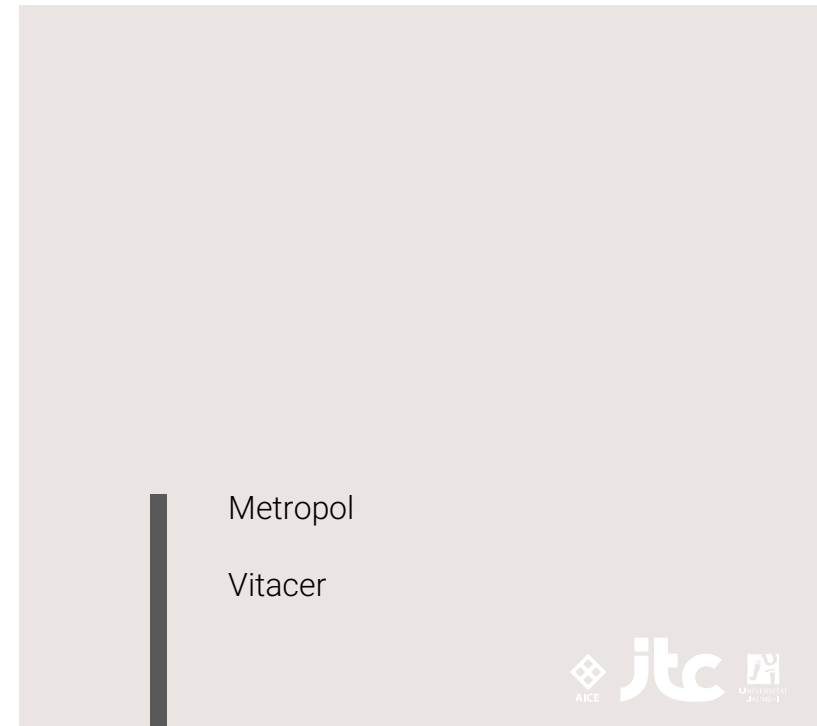
Sensory appeal

Soft wall

Nordic

Balanced

Sinuuous



Metropol

Vitacer

Minimal looks

Latticework

Terracotta

Art

Harmony

Sensory appeal

Luminous



Harmony

Gresan

Minimal looks

Façade

Ceramic surface

Cement

Stone

Balanced



Huntinglower Scenic Arts Centre
- Baldasso cortese. Tempio. Cerámica Mayor

-EA HOUSE Sebastián Arquitectos.
Gres Aragón

Cultural looks

Nostalgia for the past has led to the development of tiles rooted in our history and culture, taking designs from the past and transposing them to simpler, urban contexts.

3

A fusion of past, present and future

A caring culture can be expressed in different ways, and one of them is by recapturing the past.

Harmony



Cultural looks

Interior designers combine features that conjure up different eras, with the creation of settings that take you on a journey in time. Through this kind of mix, aspects of our rich cultural heritage are combined with ethnic features and more modern touches.

This magnificent mix of different elements was put together by El Equipo Creativo in its Café GOT project for Kimpton Vividora Hotel. The end result is an oasis in the midst of the city whose impression pays tribute to cultural diversity.



Cafe GOT Kimpton Vividora Hotel

El Equipo Creativo
Cevica

Cultural looks

Glazes

Culture

History

Retro

Geometry

Simplicity

Rhythm



Realonda

Vives Azulejos y Gres

Cultural looks

Small tiles

Culture

History

Creativity

Geometry

Colour



Mainzu

Undefasa

Cultural looks

Small tiles

Culture

History

Creativity

Geometry

Colour



Da Vinci Cerámica

Cerámicas Aparici

Cultural looks

Decoration

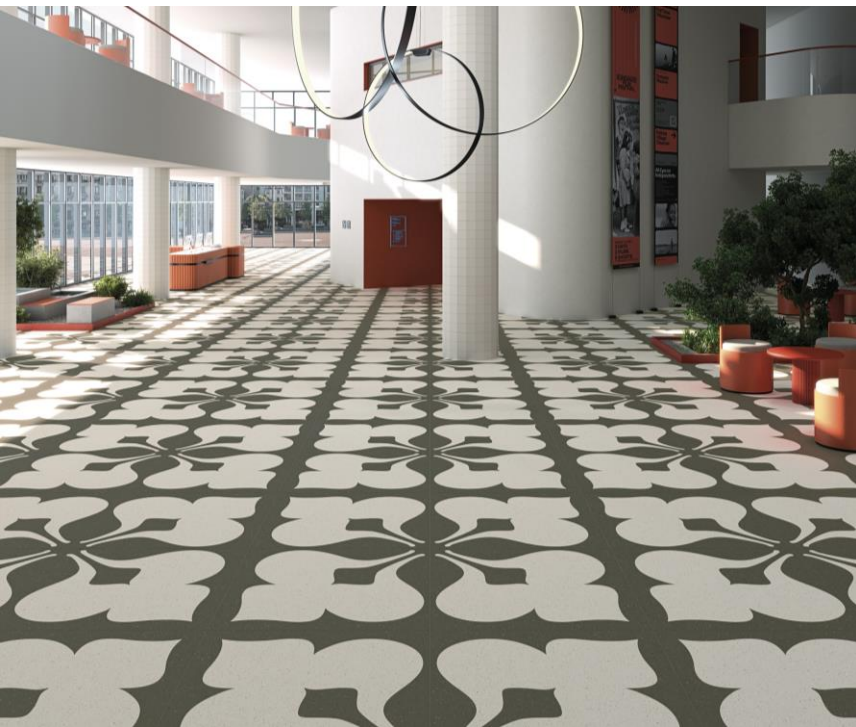
Maximalism

Culture

History

Creativity

Colour



Vives Azulejos y Gres

Cevica

Cultural looks

Shapes

Geometry

Patterns

Rhythm

Colour

Subtle nuances



Altoglass

Decocer

Cultural looks

Glazes

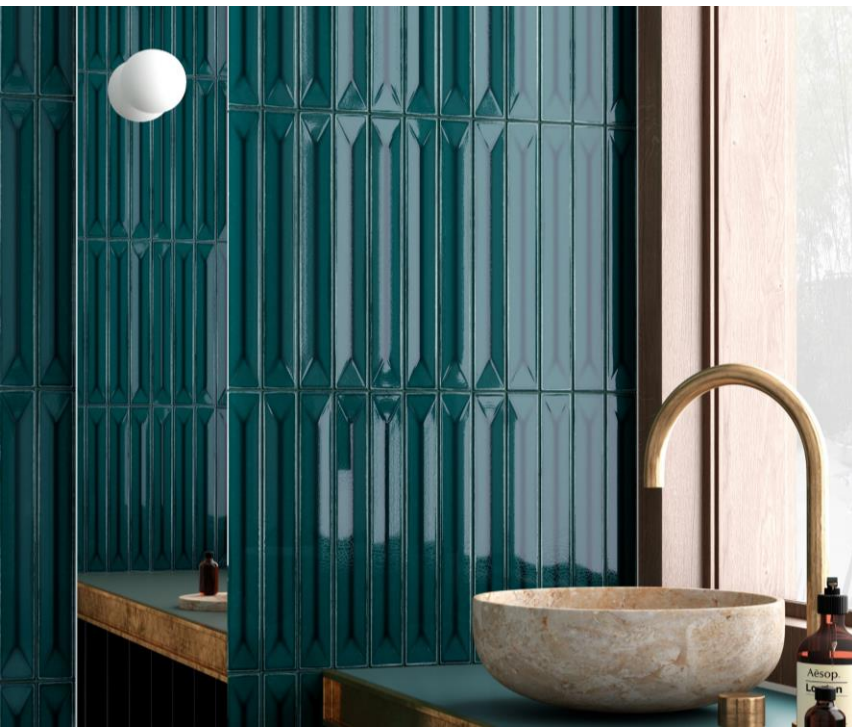
Retro

Glossy

Culture

History

Sensory appeal



Equipe Cerámicas

Cevica

Cultural looks

Terracotta

Ceramic

Mediterranean

Nature

Artisanal



Peronda

Mayolica

LuxVersal

Mirror-like polished tiles with metallic effects help to create chic, sophisticated settings, sometimes with a futurist air.

4

A sophisticated mix of glossy shines and tactile textures

Special attention is currently being paid to textures as a key aspect of marble and stone-effect tile trends.



Etile

LuxVersal

In luxury interior design projects, exquisite end results are achieved through careful customization, using natural-looking materials and combining different styles and eras. The aim is to ensure a harmonious mix of functionality, comfort, beauty and visual appeal.

Omeraki restaurant by In design we Trust - Enrique Barrera manages to personalize the space with an excellent combination of materials, offering an environment that redefines the experience of sophistication and luxury.



Omeraki In design we Trust

Enrique Barrera

Roca Tiles

LuxVersal

Marble

Luxury

Premium

Wrap-round

Geometry



Roca Tiles

Ibero

LuxVersal

Opulence

Elegant

Soft wall

Immersive

Organic



Cicogres

Undefasa

LuxVersal

Glamour

Opulence

Symmetry

Immersive

Sculptural



Fanal

Keraben

LuxVersal

Elegant

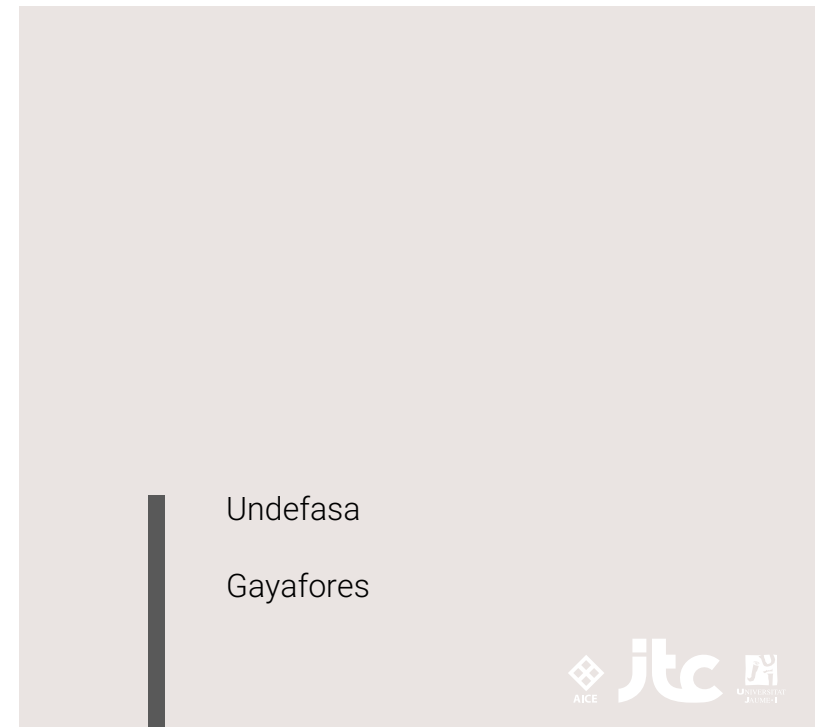
Dark

Sophisticated

Fascinating

Enigmatic

Wrap-round



Undefasa

Gayafiores

LuxVersal

Furniture

Worktops

Stone

Functional

Structural



Museum Surfaces

El Molino

CEVISAMA 40 years



AICE



UNIVERSITAT
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