

Ceramic Urban Regeneration Competition (CRU).



The Ceramic Urban Regeneration Competition (or CRU according to its Spanish acronym)

The Ceramic Urban Regeneration Competition is a vehicle for Castellón Provincial Council to promote the use of ceramic materials in urban spaces.

To contribute to this goal, municipalities throughout the province of Castellón propose urban spaces where work is needed to improve their safety, accessibility, functionality or public usefulness in order to enhance local residents' quality of life. These chosen spaces are the blank canvases for the participating teams to plan possible projects.

A total of three prizes are awarded to the winning entries, depending on the type of chosen space, with a General Award, an Award for a Square, and the 5M Award (directed at municipalities with fewer than 5,000 inhabitants). In this way, Castellón Provincial Council ensures that all three projects can be completed, each for the sum of €300,000, with the teams receiving €37,500 to draw up the basic plans and project for the execution, management and coordination of the work. Several special mentions are also made, acknowledging the standard of presented entries, with prizes worth a total of €10,000.

The CRU has solid links with the ceramic tile sector and it counts on the support of sectoral bodies, such as business and professional associations and universities. It is a strategic tool, ensuring the achievement of differing objectives:

- It promotes the use of ceramic materials in public urban spaces—a perfect choice given their resistance, sustainability and design appeal—, creating an open-air showcase for them.
- The competition is a platform for promoting teams of architects professionally and contributing to their recognition, since as well as providing access to public works (facilitating their involvement, without the required financial creditworthiness or recognized repute), it opens the gateway to other competitions for completed projects. Indeed, completed projects from the CRU's eight editions have won important awards, both at a regional and national level, including special mentions and prizes at the Tile of Spain Awards and the latest award at the prestigious Spanish Architecture and Urban Planning Biennial.
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"El Camino de la Almazara", CRU VI. Piano Piano, Carpe Studio y Miguel Hernández. La Artejuela - Arañuel.

"Plaza + estación de autobuses", CRU III. La Errería. Vinaroz.

"La Mirada Circular", CRU V. Javier López. Puebla de Arenoso.



- It is a big boost for the municipalities where these projects are carried out since it resolves the problems of their public spaces through high-quality architectural proposals which they would not normally be able to opt for. (There are municipalities with a yearly budget lower than the cost of the completed projects). It also enhances their cultural appeal and attraction for tourists, a possible spur for their economies.

The CRU's objectives tie in with those fostered by the "Castellón Ruta de Sabor" (the "Castellón Gastronomic Route"), which seeks to promote gastronomic products with a designation of origin in the province.

Both initiatives strive to position Castellón as a province known for its high-quality products and their strong local identity, while also using creativity and innovation to put them on the map.

Completed projects from the CRU have helped raise a better awareness of the province of Castellón's gold standard architecture, attracting those wishing to see these spaces for themselves, while the local gastronomy acts, in this case, as a universal language, offering domestic and foreign tourists a better insight into the area.



"Escala del Papa Luna", CRU I. Samuel Cornelles Balagué. Peñíscola.

"Al Borde de la Solanica", CRU VI. Marta Boix Carbó y Beatriz Riber López. Montán.

"Tellus Forcall", CRU IV. Javier López Bautista. Forcall.

**Distinctions
awarded to
completed
projects from the
CRU**

- The 2021 Valencia Architect Association's Award for Urban and Landscape Planning for the project "Promenade" at Coves de Vinromà (CRU II) by Alejandro Martínez.
- The 2023 Valencia Architect Association's Award for Urban and Landscape Planning for the project "Square + bus station" in Vinaroz (CRU III) by La Erreria.
- Special Mention for Architecture at the 2023 Tile of Spain Awards for the project "Square + bus station" in Vinaroz (CRU III) by La Erreria.
- Special Mention for Architecture at the 2024 Tile of Spain Awards for the project "Camino de baldosas amarillas" ("Yellow brick road") in Canet Lo Roig (CRU V) by La Erreria.
- First Prize for Architecture at the 2024 Tile of Spain Awards for the project "A Circular Viewpoint" in Puebla de Arenoso (CRU V) by Javier López.
- Project singled out by the Higher Council of Spanish Architect Associations in 2024 - "Square + bus station" in Vinaroz (CRU III) by La Erreria.
- Special Mention for Urban and Landscape Planning by the Valencia Architect Association in 2025 - "El Camino de Almazara" ("The Mill Pathway") in La Artejuela - Arañuel (CRU VI) by Piano Piano, Carpe Studio and Miguel Hernández.
- Project singled out by the Higher Council of Spanish Architect Associations in 2025 - "El Camino de la Almazara" ("The Mill Pathway") in La Artejuela - Arañuel (CRU VI) by Piano Piano, Carpe Studio and Miguel Hernández.
- Project singled out at the 2025 Spanish Architecture Biennial - "Camino de baldosas amarillas" ("Yellow brick road") in Canet Lo Roig (CRU V) by La Erreria.
- Special Mention for Architecture at the 2025 Tile of Spain Awards - "El Camino de Almazara" ("The Mill Pathway") in La Artejuela - Arañuel (CRU VI) by Piano Piano, Carpe Studio and Miguel Hernández.
- Winning project at the 2025 Spanish Architecture Biennial - "El Camino de Almazara" ("The Mill Pathway") in La Artejuela - Arañuel (CRU VI) by Piano Piano, Carpe Studio and Miguel Hernández.

"Promenade", CRU II. Alejandro Martínez del Río. Coves de Vinromà.
 "Camino de Baldosas Amarillas", CRU V. La Erreria. Canet Lo Roig.
 "A la Sombra del Inchidor", CRU III. Alejandro Martínez del Río. Sot de Ferrer.





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