

PRESS RELEASE

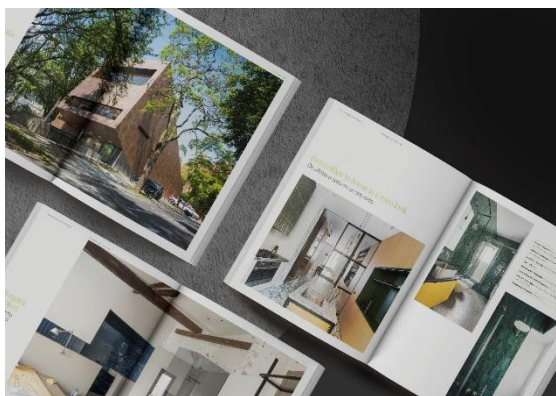
"Ceramic. The outer layer of architecture." The potential of ceramic tiles in modern architecture

The collection, available for consultation in [Tile of Spain's library](#), has become a key tool in promoting and raising a greater awareness of the ceramic tile sector.

Books that are design pieces in themselves, with an aesthetic and inspirational function.

The carefully selected projects demonstrate the versatility of ceramic materials in varying architectural contexts, such as projects for homes, public spaces, façades, refurbishments and the contract market.

"Ceramic. The outer layer of architecture" is a collection of monographic works that highlights the importance of ceramic materials in architecture and interior design through a careful selection of representative projects featuring ceramic products by Tile of Spain companies. As denoted by the title of the collection, the starting point is the notion of ceramic materials as outer architectural layers, given their versatility and high decorative potential, able to add personality and a unique hallmark to projects.



The collection features projects in Spain and abroad, singled out for the high standard of their ideas, their innovative focus, and prominent use of ceramic materials as a cross-cutting feature of the project. The publications, which are designed to act as a promotional tool for the Spanish tile sector, are directed at architects, materials specifiers and designers and they showcase a wide array of possible applications in spheres such as housing, public spaces, façades, refurbishments and projects for the contract market.

The collection currently comprises four volumes, each with a different underlying theme. Volume 01 focuses on the assurance that ceramic materials offer, highlighting their resistance and their technical properties. Volume 02 revolves around sustainability and the environment, underscoring the durability and low environmental impact of ceramic materials. Volume 03 centres on the concept of respect, in the sense of innovating without overlooking the importance of the sector's cultural roots, the care invested in products, and the need to take into account the sector's professionals, and background setting. Lastly, volume 04 reflects on the design of ceramic materials, from the perspective of the sector's future resilience, aimed at the creation of spaces that foster the wellbeing of their users.

The collection will continue to be extended, with the addition of volume 05 toward the end of the year, which will explore the interrelations among ceramic materials, their origins and the sector's industrial history. In this new volume, not only are ceramic materials viewed as an economic sector, but also as a legacy and tradition closely linked to the local backdrop, with a capacity to evolve and innovate. In this way, the publication reaffirms its commitment to promoting ceramic materials and to raising a better awareness of their cultural value, emphasizing the role of architecture and design as natural allies in drawing attention to the importance of these materials.

The collection's four volumes are available in a bilingual version (Spanish and English) on the websites of Tile of Spain (www.tileofspain.com) and ASCER. The printed edition is sent to architects' studios, professional associations, training centres, and materials specifiers. It is also handed out at different activities for these professionals organized by Tile of Spain.

The first two volumes of "Ceramic" counted on the support of the Valencia Ministry of Finance and the Valencia Regional Public Authorities, while volumes 03 and 04 were sponsored by Castellón Provincial Council.

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