



Lifestyle



XV PORCELANOSA AWARDS 2024

The great annual meeting of the sector
that strives to build a better world

DAVID CHIPPERFIELD
Honorary Award 2024
PORCELANOSA Group.

*"Social and environmental
sustainability are the main
challenges architects
must address"*

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editorial

Rewarding the future

The 15th edition of the **Porcelanosa Awards** was, once again, the meeting place for professionals in a sector that works to face the great challenges of a complex world that demands passion, dedication, and talent.

Our awards are an eagerly-awaited event in which **PORCELANOSA Group** honors the projects of all those who, through those projects seek a world that finds constructive answers to the problems that concern and occupy us. In short, they are our responsibility.

On the night of the **Porcelanosa Awards 2024** we were privileged to hear the words of our honored laureate, Sir David Chipperfield, Pritzker Prize 2023: "We should be concerned about the social issues of architecture and how we should approach the development of our cities, the issues of public space and the public realm".

Words that throughout his career have become reality in works that highlight his life journey and are an example of his enormous talent and dedication.

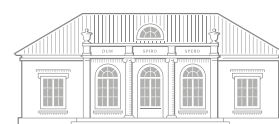
And also words that are the common goal that unites those of us who comprise the **PORCELANOSA Group** with the Pritzker Prize and with all those who, from this fundamental sector, work to create the structures for a better future.



*On the cover: Pritzker Prize 2023, Sir David Chipperfield is one of the headliners of the PORCELANOSA Awards and has been recognized with the honorary award for international architecture.
Image: Jeff Spicer / Getty Images.*

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A ceremony that highlighted the sustainability, transcendence, and materiality of architecture and interior design and that was attended by renowned professionals from the sector on a national and international scale.



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This house, with its spacious and bright interiors and magnificent works of art, looks out on an exceptional view of nature and stands in the heart of the Florida peninsula.



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Porcelanosa, L'Antic Colonial, Butech, Gamadecor, Krion, XTONE, and Noken have been the highlight of the 30th PORCELANOSA Group International Exhibition.



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This complex made up of 34 luxury villas has become the best possible destination to enjoy one of Spain's most spectacular coasts.



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The Elm, a connected benchmark community

This residential complex located in the heart of Bethesda, a city bordering Washington, D.C., was designed with the goal of strengthening the bond not only among its inhabitants but also with the surrounding community. This is symbolized by the Skybridge, the cantilevered steel and concrete walkway on the 28th floor, which connects the common areas of this luxury residential complex of 456 apartments spread over two skyscrapers that have completely transformed this area.

Inside, every detail has been taken care of, starting with the large windows that offer exceptional panoramic views. A soothing Scandinavian-inspired color palette has been chosen. They are contemporary interiors, clean and full of light, in which **Porcelanosa** floor and wall tiles have been used and **L'Antic Colonial** rectified ceramic tiles, for example, in the bedroom and bathroom areas.



New spaces for a different kind of welcome

Shanta Holdings is one of the leading real estate developers in Bangladesh, a country that, in the shadow of the thriving Indian economy, has become a booming destination. In this development in Dhaka, the country's capital, the buildings are defined by their spacious and majestic receptions, in this case presided over by the distinctive profile counter made of the **Krion® 1100 East** solid surface in **Snow White**.

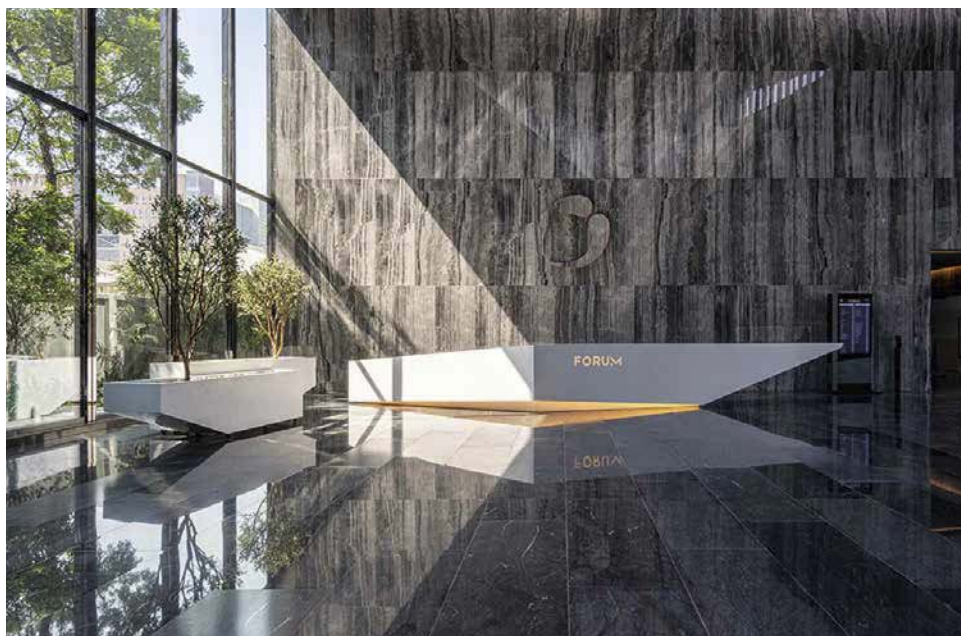


Image: Tom Weisk / Courtesy of the Pritzker Architecture Prize.

Pritzker Prize 2024

Riken Yamamoto is the brand new Pritzker Architecture Prize 2024. This 78-year-old Japanese architect and activist is known for his housing projects and social buildings: schools, libraries, or municipal services that, with their designs, encourage coexistence and interactions between people. "For me, to recognize a space is to recognize a community," he states.



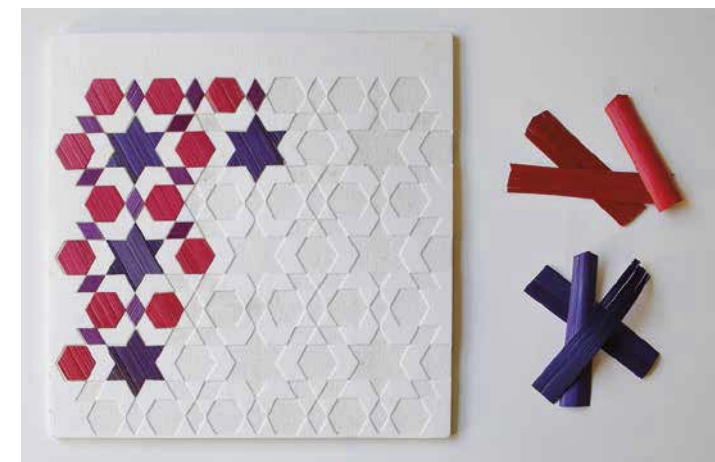
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Three Wishes Collection

Brunello Cucinelli's exquisite sets

Among the great names in Italian design and fashion, Brunello Cucinelli has always stood out for his exquisite attention to detail in his search for timeless, essential, definitive creations. His work's vision has been transferred to the world of boardgames, which he has taken to another dimension, turning them into exclusive and luxury pieces. They are boards for playing checkers, chess, go, or backgammon made with a resistant **Krion®** solid surface base, with hardly any pores, which makes them easy to maintain, combined with materials such as stone, steel, or walnut wood, always respecting the firm's handcrafted seal.



Infinito Design by Laura Carboni. A revolution has come to the tables

In 2014, Italian designer Laura Carboni founded the company Infinito Design with the mission "to lend value to chefs' creations and to Food & Beverage's excellence through a collection of plates and cutting boards made from an innovative material." This material is the **Krion® K-Life 1100** solid surface, which, for the first time, brings all its possibilities to the world of restaurant businesses. Composed of a mixture of natural minerals and a small percentage of high-strength resin, its technical properties make it resistant to acids and shocks and lend it high thermal conductivity (which keeps the heat in the dish longer than other materials). It is also a sustainable product, since it can be 100% reused. Add to all this, its adaptability to any design and the purity of its color, which enhances the presentation on the table.



Tradition according to Objet Particulier

The *Objet Particulier* artisanal marquetry workshop designs to-order and produces refined decorative wall, ceiling, and furniture coverings with rye straw, *galuchat*, and parchment, natural materials that are by-products of the agricultural or food industry. Its founder and creative director, Mamen Diego, plays with techniques and



materials, inserting, for example, straw marquetry into pieces of **Krion® Solid Surface** or creating large-format coverings on light and flexible bases that totally original from an architectural point of view.





Exercise and fun in a unique space

With the aim of creating balance and treating the physical and mental health and emotional well-being of their clients, many gyms have started to transform and evolve, opting to become *fitness centers* characterized by both leisure and health to combine exercise and fun. This is the case of KINEZIS, an innovative gym located in the Colonia Jardines de Santa Monica, north of Mexico City, which combines the fun of its disruptive space facilities (slides, climbing walls, ramps, zip lines, trampolines) with highly professional training, thanks to its team of *coaches* and the use of the most advanced technology.



Essential Eight & Bob

Born in 1934 from the creativity and passion for perfume of French aristocrat Albert Fouquet, the reborn fragrance Eight & Bob remains one of the pinnacles of this art almost a century later. Exclusive and limited edition, its amber-colored woody scent, with notes of cardamom, lemon, and laudanum, will appeal to men and women alike. As he himself did in his day with the great stars of Hollywood and with even with JFK.

2nd edition of the ROOM Design Awards

Eduardo and Alberto, of MUT Design, have been the designers in charge of creating the award for this new edition of the ROOM Design Awards. Using the new **Krion® K-Life 1100** material with a minimum of 5% post-consumer recycled material, and following the sculptural aesthetics of their imagination, they have given life to a work of art in which several sheets have been joined together to make the total volume of the prize and create a full-body piece, using a lathe to work the material and carve the design.



Images: QUALITI PHOTO STUDIO.



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In this edition, the Porcelanosa Awards had the privilege of having an exceptional jury in charge of evaluating the participating projects and presenting some of the awards: Eva Longoria (Rockwell Group Madrid), José Martí (ERRE arquitectura), Luisa Badía (L35 Architects), Paolo di Nardo (ARX), and Víctor Legorreta (Legorreta).

At a gala hosted by Michi Primo de Rivera and Maribel Vilaplana, the following awards were presented: firstly, the **Best Future Design Student Section** was awarded to Cristina Gómez Cortijo and María Cristina Hidalgo; and **Best Future Design Professional Section**, which went to the proposal submitted by Monica Viti and Sabrina Borgianni of Studio MVSA Architecture (Florence, Italy). This was followed by the **Best Project 2024**, which was awarded to a VAN VAN Atelier spa located in Jalisco (Guadalajara, Mexico) and the Porcelanosa Awards seven special mentions. The first of them: **Best Sustainable Project**, awarded to real estate developer AM Gestió and architectural firm BCA for AURA, which was awarded by Willy de Molina, partner at Deloitte. In second place, Álvaro Uriarte, vice president of Samsung Electronics, presented the award for the **Most Innovative Project** to the double urban elevator HALO, located in Vigo (Spain), which was constructed by AM2 Arquitectos, Arenas & Asociados, and NOARQ. For its part, SHA Wellness Clinic was awarded **Best Hotel Project** by José Enrique Pastor, territorial director of Occident, for its recent opening in Mexico, a project designed by the Sordo Madaleno architectural firm and interior designer Alejandro Escudero. Nude Project won the award for **Best National Retail Project** for its store in Lisbon, designed by the Valencian architecture and interior design studio El Departamento. Olga Abad, Director of Business at Banco Santander Spain, presented the award to the disruptive fashion brand. Silvestre Segarra, Vice President of **PORCELANOSA Group** was in charge of awarding the prize of the

The event was held at the **Rosewood Villa Magna**, which was sponsored by **Santander Bank**, with the collaboration of **Deloitte**, **Occident**, and **Samsung**, brought together leading professionals from the architecture and interior design sector, as well as numerous individuals from the business world.

Best International Retail Project for the change of image in the Bershka stores to the managers of the fashion brand belonging to the Inditex Group and the renowned OMA studio. Subsequently, María José Soriano, delegate director of **PORCELANOSA Group**, presented the architectural firm Villarreal Arquitectos and the developer Palo Alto with the award for **Best Residential Project** for Palo Alto, the residential community located on the Costa del Sol (Malaga, Spain). Lastly, Héctor Colonques, president of **PORCELANOSA Group**, presented Sir David Chipperfield with the **Honorary International Architecture Award** in recognition of his extensive professional career and the excellence of the projects he has executed in a multitude of countries, which have led him to win the 2023 Pritzker Prize.

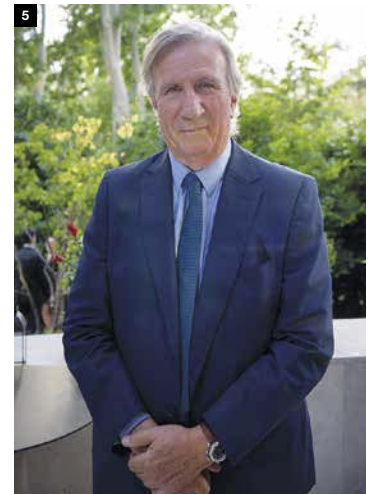
To close out the awards ceremony, Héctor Colonques said, “**Porcelanosa** rewards architecture that anticipates the problems of the future, improves people’s quality of life, and minimizes environmental impact.” At the same time, the president of the Spanish multinational encouraged attendees to “continue building together, not just buildings, but also legacies of creativity, sustainability, and beauty.”



PORCELANOSA Group celebrates the 15th edition of the Architecture, Interior Design and Property Development Awards in a ceremony that values the sustainable vision, transcendence, and materiality of architecture and interior design, which has been attended by renowned professionals in the sector at national and international level.



1. From left to right: Elisa Colonques, Héctor Colonques (president of PORCELANOSA Group), Celeste Chipperfield, David Chipperfield, María José Soriano (delegate director of PORCELANOSA Group), Anna García-Planas, and Silvestre Segarra (vice-president of PORCELANOSA Group).
2. Carlos Rubio (Rubio Arquitectura), Julio Touza Rodríguez (Touza Arquitectos), Jordi Roig (Brosh Desarrollos Inmobiliarios), and Bin Fang Hu (Brosh Desarrollos Inmobiliarios).
3. Andrés Pan de Soraluece (CEO of Real Estate - ACCIONA).
4. Feng Yu (PORCELANOSA Shanghai), Wei Tan (Wuhan Parfait Decoration Design Studio), Lei Shi (Wuhan Parfait Decoration Design Studio), Fen Zhang (Wuhan Xingtai Decoration), Elena Xu (PORCELANOSA Shanghai), and Wenshu Chen (Wuhan Xingtai Decoration).
5. Mark Fenwick, Senior Partner at Fenwick Ibarren Architects.
6. Gloria Estefanell and Íñigo Ortiz Díez de Tortosa, managing partner of Ortiz León Arquitectos.
7. The presenters of the gala, Maribel Vilaplana and Michi Primo de Rivera, together with Cristina Colonques (PORCELANOSA Group).
8. Héctor Colonques García-Planas (PORCELANOSA Group), María José López-Fando (López-Fando y Asociados), and Joaquín López-Fando (López-Fando y Asociados).
9. José Antonio Pérez (PORCELANOSA Madrid), Rafael Robledo (Rafael Robledo Arquitectos), Gaspar Sánchez (GSM Arquitectos), Carlos Rubio (Rubio Arquitectura), and Luis Vidal (Luis Vidal + architects).
10. Juan de Dios Guardiola (Novo Interiorismo), José Manuel Sánchez Pedreño (Rottenmeier Estudio de Arquitectura), Gemma González Torrente (Rottenmeier Estudio de Arquitectura), Francisca Muñoz Rodríguez (Muher Arte Global), Manuel Herrera Ros (Muher Arte Global), and Alejandro Muñoz (PORCELANOSA Murcia).
11. Luis Rodríguez (Banco Santander), Olga Abad (Banco Santander), Jesús Martínez (Banco Santander), Antonio Valdecabres (Banco Santander), Beltrán Morenés (Deloitte), Ana Colonques (PORCELANOSA Group), and José Manuel Lorite (DeA Capital Real Estate).
12. José Enrique Pastor Martínez (Occident), Vicente del Río Díaz (ALCOVICA), José Meseguer (PORCELANOSA Group), and José Luis Haro Valentín (Occident).
13. Interior lounges of the Rosewood Villa Magna hotel.
14. David Chipperfield's words of thanks after receiving the Honorary International Architecture Award.
15. Alejandro Bataller (SHA Wellness Clinic), Julio Touza Sacristán (Touza Arquitectos), Sergio Hernández Genovés (Bestinpro Group), and José Ignacio Esteban (Avintia).



16. Jury members José Martí (ERRE arquitectura), Luisa Badía (L35 Architects), Eva Longoria (Rockwell Group Madrid), and Paolo di Nardo (ARX), accompanied (at center) by Héctor Colonques, president of PORCELANOSA Group.

17. Cristina Nieto, from Rockwell Group, presents the award for Best Future Design Student Section to Cristina Gómez Cortijo and María Cristina Hidalgo.

18. Ander Pérez and Vicente Doncel, from VAN VAN Atelier, receive the Design of the Year award from Luisa Badía (L35 Architects) and Paolo di Nardo (ARX).

19. Álvaro Uriarte, vice president of Samsung, presented Emilio Merino, director of the office of Arenas & Asociados; José Carlos Nunes, CEO of NOARQ; and Alexandre Mourinho, CEO of AM2 Arquitectos, with the Most Innovative Project award for the double urban elevator HALO, located in Vigo (Spain).

20. Alejandro Bataller, Vice President and Director of Marketing and Communication of SHA Wellness Clinic, with his award for Best Hotel Project. The award was presented by José Enrique Pastor Martínez (Occident).

21. José Martí (ERRE arquitectura), with Sabrina Borgianni and Monica Viti of Studio MVSA Architecture, winners of Best Future Design Professional Section.

22. Alberto Etini (El Departamento), Olga Abad (Business Director of Banco Santander), Marina Martín (El Departamento), and José Simó (Nude Project) with the mention of Best National Retail Project.

23. Pedro Alonso (AM Gestió) and Albert Blanch (BCA Arquitectes), receiving the award for Best Sustainable Project for the AURA offices from Willy de Molina, partner at Deloitte.

24. María José Soriano, CEO of PORCELANOSA Group, presenting the award for Best Residential Project (Palo Alto) to Pablo Villarreal (Villarreal Arquitectos), Matías Villarreal (Palo Alto), and Miguel Beloqui (Villarreal Arquitectos).

25. Silvestre Segarra, vice-president of PORCELANOSA Group, together with Ellen van Loon and Giulio Margheri from the OMA studio, and Gemma Cruset and José Luis Muñoz from Bershka, during the award ceremony for the Best International Retail Project.

26. Héctor Colonques, president of PORCELANOSA Group, and David Chipperfield, winner of the Honorary International Architecture Award.

27. Image of all the winners of the 15th Porcelanosa Awards.



DESIGN OF THE YEAR AWARD

SPA 28.0855 STUDY: ARCHITECTURE VAN VAN ATELIER



Images: César Bajar.

28.0855 is located in Tapalpa, Jalisco. From the beginning, its design sought honesty, creating a defined, argumentative guide, as well as constant respect for the natural environment.

Its authors, Ander Pérez Iriarte, Vicente Doncel Rodríguez, Jimena Pérez Méndez, Julieta Montero Benavides, Jon Martín Andikoeaxea, Jorge Alberto Ramos Ramírez, and Ángel Ariel Moreno Flores, have created a multifunctional, recreational space for rest and contemplation, where feelings of tranquility and peace abound. Towards the interior of the *spa*, the most important aspect was the constant search for privacy, necessary according to the space and the use of this space.

28.0855 is the reflection of fusing traditional Japanese architecture with Mexican vernacular architecture, dispensing

with superfluous details, always united to the heart of the project and its *raison d'être*. The result is an honest, simple, and functional design.

One of the most complex tasks was the artisan carving and the placement of the stone on the *façade*, which was constantly supervised to maintain the required homogeneity and aesthetics. The porcelain tiles were also cut piece by piece to give a unique character to each floor plan of the spaces. The interior, which merges with the furniture, creates continuity, as does the lighting project, which accentuates each proposed material.



The indoor swimming pool space blends in with the landscape thanks to the versatility of **Bottega Caliza** porcelain tiles from **Porcelanosa**. Timeless and adaptable, it allows for floor and wall coverings to be unified with a single material. The water areas, such as the swimming pool, *jacuzzi*, *cold plunge*, steam room, and showers, have been designed with a non-slip finish. The light from the interior garden highlights the textures used in the different rooms, such as the sauna and the spectacular exterior structure.

DESIGN FOR THE FUTURE / PROFESSIONALS AWARD

PR-160

STUDY: MVSA ARCHITECTURE



The projected area for the presentation of materials and immersive experience uses **XTONE Calacatta Gold** as a canvas on which to showcase the new products. The wall that gives continuity to the vertical garden is the mosaic **Hypno Hope** mosaic from **L'Antic Colonial**. The pavement is **XTONE Tura** and **Alpi Verde**. Custom furniture by **XTONE**. Pendant lamps **Spinning top** and **Rain** from **Gamadecor**. The bar area with **XTONE Alpi Verde** countertops and decorative fronts, in contrast with **XTONE Calacatta Gold** on the backlighting realized with **L501 Pompei** from **Krion**. **Gold** furniture from **Gamadecor**.

The concept by Monica Viti and Sabrina Borgianni, from their studio MVSA Architecture in Florence, takes inspiration from matching the **Porcelanosa** vision: sustainability, innovation, high quality, with current challenges such as health, wellness, environment, and social impact. These concepts have been represented in the architecture, design, shapes, and signage, all with **PORCELANOSA Group** materials. The central location is the *showroom*, the place where your vision, activities, and brands are clearly communicated through design, materials, and distribution.

It is much more than a showroom. It is a place of well-being that fosters social relations, inclusion, healthy activities, and sports, a space to reconnect with nature with a sustainable

environmental and social approach. It is comprised of a common area with a central perforated staircase through which natural light passes and nine architectural blocks that perform different functions: a *coworking* library with an emotional experience area, bar, restrooms, high-tech architecture *showroom*, and interactive virtual reality rooms where customers will take a personalized tour with the Group's products, which are harmoniously represented in the project to excite, raise awareness, create a unique and precious experience, and communicate the world of **Porcelanosa**.

DESIGN FOR THE FUTURE / STUDENTS AWARD

SHIBUI

AUTHORS: CRISTINA GÓMEZ CORTIJO AND MARÍA CRISTINA HIDALGO



Facade and interiors use the **Krion**® solid surface as a base in its different finishes. Access to the *coworking* space *coffee break* area blends with the **Alluslate**® **Materica** cladding and the ceiling designed with **Split** from **L'Antic Colonial**. The flooring is **PAR-KER**® **Heritage Colonial** from **Porcelanosa**, a proposal that joins the **Rhomboid**, **Gravity** or **Tempo** decorative mosaic tiles from **L'Antic Colonial**, as well as the new **Fitwall** textures. The elegance of **Heritage Madrid** traditional ceramics from **L'Antic Colonial** contrasts with the **XTONE Blue Roma** cladding, the **Krion**® countertops, and the **Fitwall Doghe** front.



Shibui is an object that, in its appearance, although simple, generates a balance that makes it special and timeless. Shibui is a fan. The process of inspiration of the authors, who study in the Master's in Decoration and Interior Design at the Escuela Madrileña de Decoración, has led them to create a project where the circulation evokes the swaying of a fan. Its opening and closing inspire the circularity of the different rooms.

As they themselves explain, "when opening a fan, first you move one rod, then the second, then the third, until you reach the last one. And as you open it, you can guess what it's going to be, and you confirm it when it's fully unfolded." Inside, each room reveals its functionality, and the connection of the different rooms turns the whole into a special place that shines with

its own light. The constructive rods of the fan are expressed outside the space with elements of curvilinear square beams, generating movement, and through pergolas that give a glimpse of the interior.

It is there, in the interior, where the inspiration is generated, the clothing, the art expressed through lattice windows and doors. Like the design of a fan.

In this way, Shibui has become, thanks to the materials from **PORCELANOSA Group**, a truly inspiring, timeless space.

**“Architecture
is not an
isolated act.”**



His thoughtful and serene approach makes the British architect's work a benchmark in the field of contemporary architecture. Awarded the **2023 Pritzker Prize**, sir David Chipperfield takes center stage at the **Porcelanosa Awards**, which have recognized him with the honorary award for international architecture.

Text: TXELL MORENO Images: GETTY IMAGES / ISTOCK



Renovation of the Neue Nationalgalerie, Berlin (2021).

With subtle elegance and powerful functionality, David Chipperfield's work pays tribute to history, culture, and the environment with a sustainable perspective. Careful attention to detail and serene aesthetics are accompanied by a marked commitment to excellence and innovation based on a timeless design that defines its trajectory. From his studio, David Chipperfield Architects, founded in 1985, the architect, urban planner, and activist leads a team with offices in London, Berlin, Milan, Shanghai, and Santiago de Compostela. An international network of local talent complemented by DC Design, which specializes in product design. And, of course, the Fundación RIA, with which **PORCELANOSA Group** collaborates and, is a non-profit organization based in Galicia, a space for reflection and study that contributes to sustainable development and innovation in the construction and urban design fields.

What influences you when approaching new creative projects?

We look for each project's unique opportunities and try to be inspired by the specific context: social, environmental, and physical. We like to find things to respond to, which is

why we are increasingly working with existing and historic buildings. This is more complex than working from a blank slate, but often also more rewarding.

What can't be missing in a David Chipperfield project?

Instead of fixed formal ideas, our work focuses on developing a process and the design emerges from that process. We try not to have our own style, although there are certainly specific themes and ideas that we return to. Rather than viewing our projects purely as exercises in artistic expression, we want to create buildings with a certain architectural integrity and give those buildings social relevance.

How can architects' work influence socialization and new standards of living?

Too often, architects intervene when important decisions have already been made, limiting their ability to positively influence society. Architecture should not interest us only for its own sake. We should be concerned with the social issues of architecture and how we should approach the development of our cities and issues of public space and the public realm. In all our projects we try to create public spaces where people can meet, gather, and socialize.



Headquarters of multinational cosmetics and beauty company Amorepacific, Seoul (2017).

Born of the personal link they have had with Galicia for decades, the RIA Foundation was established in 2017. What is the purpose of the projects you carry out?

I have been visiting Galicia for more than 30 years and appreciate its great beauty and quality of life. The foundation is dedicated to promoting sustainable development and quality of life in the region. It focuses on various initiatives, such as interdisciplinary studies, pilot projects, and territorial planning. Our team works closely with local communities, government entities, industries, and academic institutions to address global challenges in the context of Galicia. Many of the challenges facing this corner of Spain are shared by communities and regions across Europe and beyond, but I believe that in Galicia nature and its economic and cultural importance are more explicit than we see elsewhere. Here we see a very eloquent demonstration of the impact that an industry and environment built on the erosion of environmental quality and the weakening the community has, and we also see great potential for building a sustainable future, focused on quality of life and a circular economy. I am very excited about the example that Galicia can set in this regard.

What do you appreciate most about the Foundation? Any plans for the future?

For us, the Foundation represents the opportunity to participate in decision-making earlier. We are about to open Casa RIA, the Foundation's new headquarters in downtown Santiago de Compostela. Casa RIA will be open to the community with an extensive public program of lectures, conferences, and exhibitions, and a canteen that prioritizes regional and seasonal products. It will also provide educational facilities and accommodation for us to organize research stays with leading academic institutions.

What materials do you feel most comfortable working with?

We like to work with all kinds of materials. We are increasingly aware of the environmental concerns involved in choosing materials, and we work mostly with local materials, wood, and rammed earth in our projects. However, we are aware that we cannot rely solely on the materials we use or on mitigation strategies. To have a greater impact, we must implement a more integrated approach to resources; land use and environmental priorities; and community, above all else.

“Social and environmental sustainability are the main challenges architects must address”



Veles e Vents Building, Port of Valencia (2006).



BBC Scotland complex, Glasgow (2001-2006).

What do you think are the future challenges facing today's architecture?

Social and environmental sustainability are the main challenges that architects, along with all other industries, must address. Architects can help solve these problems by prioritizing reuse, designing for longevity, and working with like-minded clients and collaborators.

What does a recognition such as the Porcelanosa International Studio of the Year Award mean to you?

It is always an honor to be recognized for our work, and we find ourselves encouraged to know that we are on the right track. Architecture is not an isolated act, and this recognition must be shared with all those who make it possible.



PALO ALTO

Find the perfect place

This residential community, tucked away in one of the hidden enclaves on the Andalusian coast, elevates the concept of lifestyle destination for lovers of enjoyment.

With the mountains of the Sierra de las Nieves national park behind it and the extraordinary views of the beaches of Marbella just minutes away, Palo Alto offers everything a premium lifestyle aspires to: spacious, modern homes, unsurpassed natural surroundings, and proximity to the sea and the light of the Mediterranean. It is divided into 289 apartments and penthouses in the north zone, plus the almost 200 units planned for the south zone, designed by Villarreal Arquitectos studio, in a complex that, thanks to its low building level, blends into the landscape.

The facilities and level of finish of the interiors faithfully follows this line of excellence: open spaces, which blur the boundaries between interior and exterior, and the use of high-quality materials, such as those of the **PORCELANOSA Group** firms. For example, at the request of the specific needs of architects and customers, adaptations were expressly made to promote the kitchens' **Krion®** countertops or the **XTONE Nylo Noir Polished** large-format porcelain tile in the bathrooms. In these cases, the parts were cut with great precision to achieve the required dimension. This commitment to the final result was also achieved with the general flooring of the house interior, **Rivoli Nature** from **Porcelanosa**, which was applied on the exterior in a non-slip finish that was not anticipated in the original product range.



Palo Alto apartments and penthouses blend seamlessly into the natural surroundings. The interior is dominated by the absence of limits; the omnipresent natural light, with generous windows facing the sea; and high quality finishes and design. The pavement is an exclusive adaptation of Rivoli Nature by Porcelanosa. The kitchens are from Gamadecor emotions® collection and the countertops are custom-made with Krion® K-Life 1100. In the bedroom, the marble-effect porcelain tile Nylo Noir Polished by XTONE segregates the bathroom, with taps and furnishings by Noken.



HALO VIGO / SPAIN



Creating new horizons

An ambitious design by AM2 Arquitectos, Arenas & Asociados, and NOARQ. A radical architectural solution and the use of new generation materials have allowed this industrial city to overcome the barrier presented by a highway that prevented easy and continuous pedestrian mobility between two strategic areas.

Images: JOÃO MORGADO / ATTILIO FIUMARELLA



On the previous page:
the spectacular view of the tower and walkways of the Halo project, illuminated over the Vigo estuary.
On this page: the curved walkway sections are made of the solid surface Krion® Lux 1100 with its characteristic white color.



Next to these lines: the structure makes it possible to overcome the physical barrier posed by the highway and a 40-meter drop in elevation. The Butech façade department developed, fabricated, and installed the project's Krion® Lux 1100 vestiments, with an industrialized system that provides higher quality finishes with shorter execution times. On the previous page, at the bottom: a section of the walkway is covered to protect pedestrians from inclement weather. The entrance to the upper part of the building is spacious and open-plan to facilitate accessibility. Below: view of the tower and curved walkways from below, where the elevator access is located.



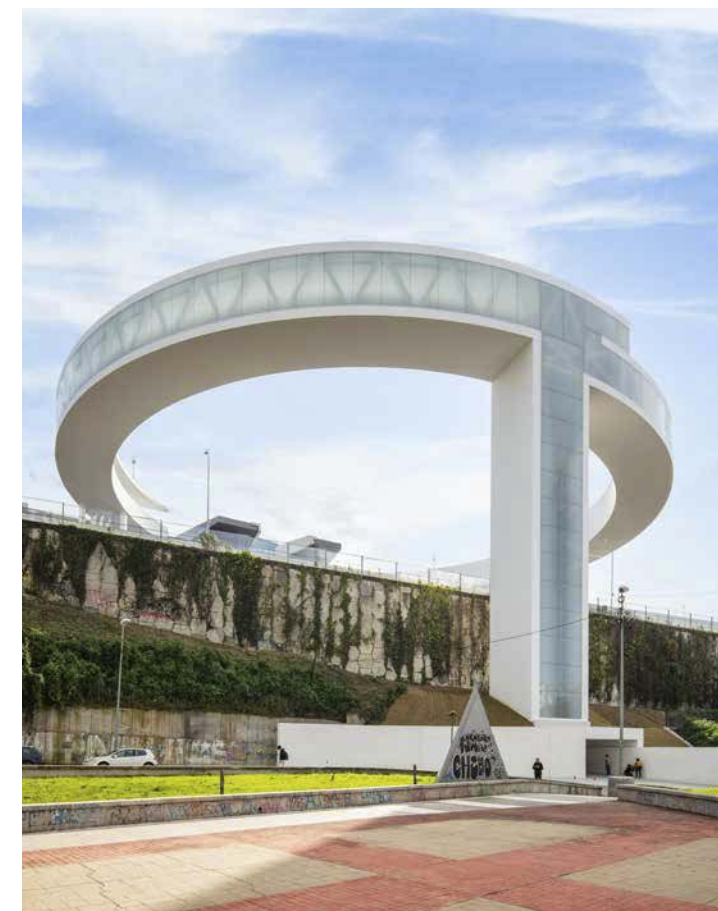
The thriving city of Vigo has a new element that has not only transformed its skyline but has also had an immediate positive impact on the daily lives of its inhabitants. *A priori*, Halo is a structure that serves to overcome a physical obstacle, in this case, the highway that separates the city center from Vigo, built on the small hills that face the estuary. But it is actually part of a more ambitious process, the 1Vigo Vertical connectivity program. The objective was to overcome the 70-meter-long asphalt barrier and the 40-meter height difference between the city's two parts. The final project was decided via an international competition.

The winner was a revolutionary design resulting from the collaboration between the Vigo-based studio AM2 Arquitectos, Santander's Arenas & Asociados, and Oporto's NOARQ studio. Construction was carried out by contractors Ferrovial and Oreco Balgon.

After 18 months of work, the people of Vigo can now enjoy a unique structure, which is much more than a combined pedestrian walkway, collective elevator, and architectural sculpture. Its structure is divided into two main areas: the tower, inside of which there are two elevators with capacity for 17 people, and the striking circular walkway, with two curved openings 86 meters in diameter, one covered to protect from rain and cold, and the other in the open air, which aid the flow of movement. The external faces of both walkways and the elevator tower are covered with curved laminated structural glass "veiled" by a white ceramic silkscreen with different opacities. The lighting is comprised of LED lines integrated in the uncovered walkway parapets, with *wallwasher* projectors illuminating the glass surfaces. It is a complex system that allows the generation of fixed or dynamic color scenes, designed to commemorate special dates or singular events.

This jewel, an example of balance between architecture and engineering, is making life easier for the thousands of people in downtown Vigo who now have easy access to a new intermodal complex containing a train and bus station and a shopping center, as well as linking two areas of the city separated by 2 kilometers in a 30-second trip. In this way, the new Halo profile, with its luminous white color, contrasts and redefines the area's entire air and ground space. Halo is the new and magnificent architectural balcony that offers the best views over Vigo and its estuary. This brightness has been achieved through applying **Krion® Lux 1100** solid surface sheets, a new generation material made of acrylic resin and mineral powder, to over 4,500 m² of space on the pedestrian bridge and tower facades. The ventilated façade system in which **PORCELANOSA Group** actively participated from **Butech's** technical department adapts its industrialized **C-Bolt** system to the needs of a singular curved structure.

With a strong presence in innovative projects, **Krion®** offers many advantages for a surface that is affected by foot traffic, temperature changes, and harsh rainfall or winds from the estuary and the Atlantic: Durability, low maintenance, easy cleaning and repair, resistance, lack of pores, and bacteriostatic properties. Properties that will allow Halo to maintain the purity of its forms in Vigo's urban landscape.

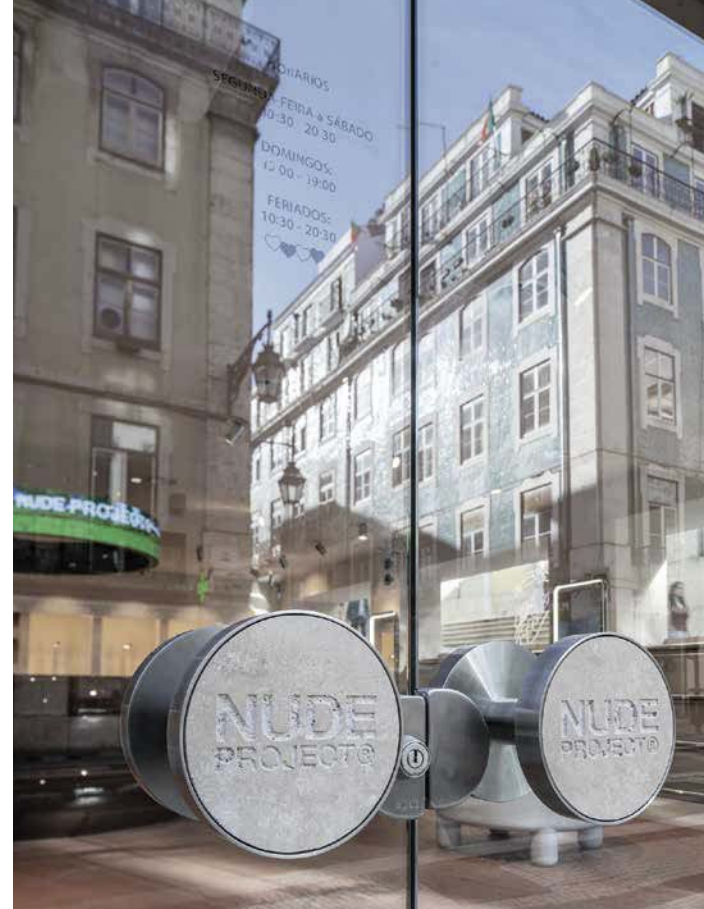


NUDE PROJECT

Make new rules

When a brand has a strong personality, said personality should permeate everything about it. This is the case of this flagship store that is already part of Lisbon's urban culture.

Images: MIGUEL FERNÁNDEZ-GALIANO



What emerged in 2019 as a crazy project thought up by two young Spaniards who met through social networks has transformed into the fastest-growing premium urban clothing brand in recent years. It girls, influencers, royals, even Madonna herself has surrendered to Nude Project. Therefore, when this company decided to open its new space in Lisbon, it looked for an environment that would be an extension of its streetwear philosophy. This has been achieved thanks to the work of the Spanish studio El Departamento: diaphanous spaces, curved shapes, velvet fabrics, glossy finishes, circular screens, and the company colors (ranging from chocolate brown to shades of blue) are the hallmarks of the company's identity. A bet that dominates an almost square-shaped area, with two pillars breaking this symmetry and sectioning off two distinct areas. A solution as successful and free as the spirit of Nude Project.



The store's interior design reflects the brand's urban identity, starting with the curved central counter in chocolate brown, crowned with a large circular screen and the backlit displays. Special attention has also been lent to the fitting rooms. These, enclosed by long blue curtains that add a very special atmosphere, are accessed through an organic structure made with the solid surface Krypton® white, but specially painted in blue, which delimits a reserved space topped by a sinuous velvet sofa that serves as a meeting point.

interview **ALEJANDRO BATALLER**

A new health and wellness icon in the Mexican Caribbean

SHA Mexico, the Bataller family's newest business proposition, opens international horizons for the wellness brand. A great project in which they have relied on materials from the **PORCELANOSA Group**.

Text: PAOLA ROCCA



About these lines: united by an unshakeable calling, Alfredo Bataller Parietti, his wife, Graciela Pineda, and their sons Alfredo and Alejandro give form and substance to the SHA Wellness Clinic, a model of corporate success that doesn't stop at numbers. It aims much higher: At the international evolution of an undisputed health and wellness brand that has been supported for sixteen years by countless people across six continents.

On the right, above and below: The iconic SHA Mexico structure, designed by architect Sordo Madaleno, with **PORCELANOSA Group** materials. Detail of a terrace overlooking the Caribbean Sea. River Silver porcelain tile from Porcelanosa has been used on all the floors.



More than 70 awards and more than 15 years of experience make SHA an irrefutable leader in the health and wellness sector. Based on a philosophy in which science, technology, natural therapies, and nutrition come together to improve people's lives. To, as they themselves say, "help them to live longer and better."

How did this adventure begin?

SHA is the result of a life mission envisioned by my father, Alfredo Bataller Parietti, president and founder of SHA. After suffering for more than 30 years from digestive problems that reduced his quality of life and, as a result of one of the many studies that he underwent, he received a very worrying diagnosis and, thanks to the suggestions of an expert doctor in a curative diet and also thanks to natural therapies, he recovered his health by radically changing his diet and lifestyle. Amazed by the impact food and certain therapies had on his health, my father felt a need to share and disseminate this valuable knowledge. Thus, the whole family joined in on his dream of creating SHA, a unique project that brings together techniques and therapies from both scientific and natural medicine that help people live longer and better.

We have been open in Spain for 16 years and are very fortunate to have helped more than 60,000 people improve their health and wellbeing.

Let's talk about how the idea of opening a new SHA in Mexico came about and became reality.

Ever since we launched the brand, we always had a desire to expand it internationally. However, we were not willing to take that step until we were certain that we could achieve the same level of results with the method that characterized the brand in Spain. It was in 2018, after 10 years of experience, when we decided to create a SHA in Mexico. We were looking for a place where we could reach both Latin American and North American audiences, and the Mexican area, due to its climate, nature, and the warmth of Mexican hospitality, convinced us. Six years have passed since then, during which we have met wonderful people and have had very enriching experiences.

How has SHA Wellness Clinic's vital philosophy been integrated in Mexico, a country with such consolidated wellness, spa, and tourism structures?

Our essence remains intact and the idea is to unite the best of scientific and holistic medicine under one roof. As we expand, the SHA method remains intact; however, we are integrating some local components such as temazcal, a natural, pre-Hispanic steam bath therapy that utilizes medicinal and aromatic herbs. Used in traditional medicine by indigenous peoples, it helps the body detoxify. Likewise, our chefs and nutritionists use some local ingredients when creating the menus.

The structure of the building that houses the new SHA Mexico is relevant. Who was the architect that designed it?

This is a very different property than what is available in America today. Mexico will mark a turning point with regards to being able to blend unique results: the highest medical standards, personalization, and unprecedented architectural aesthetics. The renowned Mexican architecture firm Sordo Madaleno has created a design inspired by the human genome (DNA), with an avant-garde and timeless aesthetic that provides the ideal space for the SHA method.

Who did the interior design?

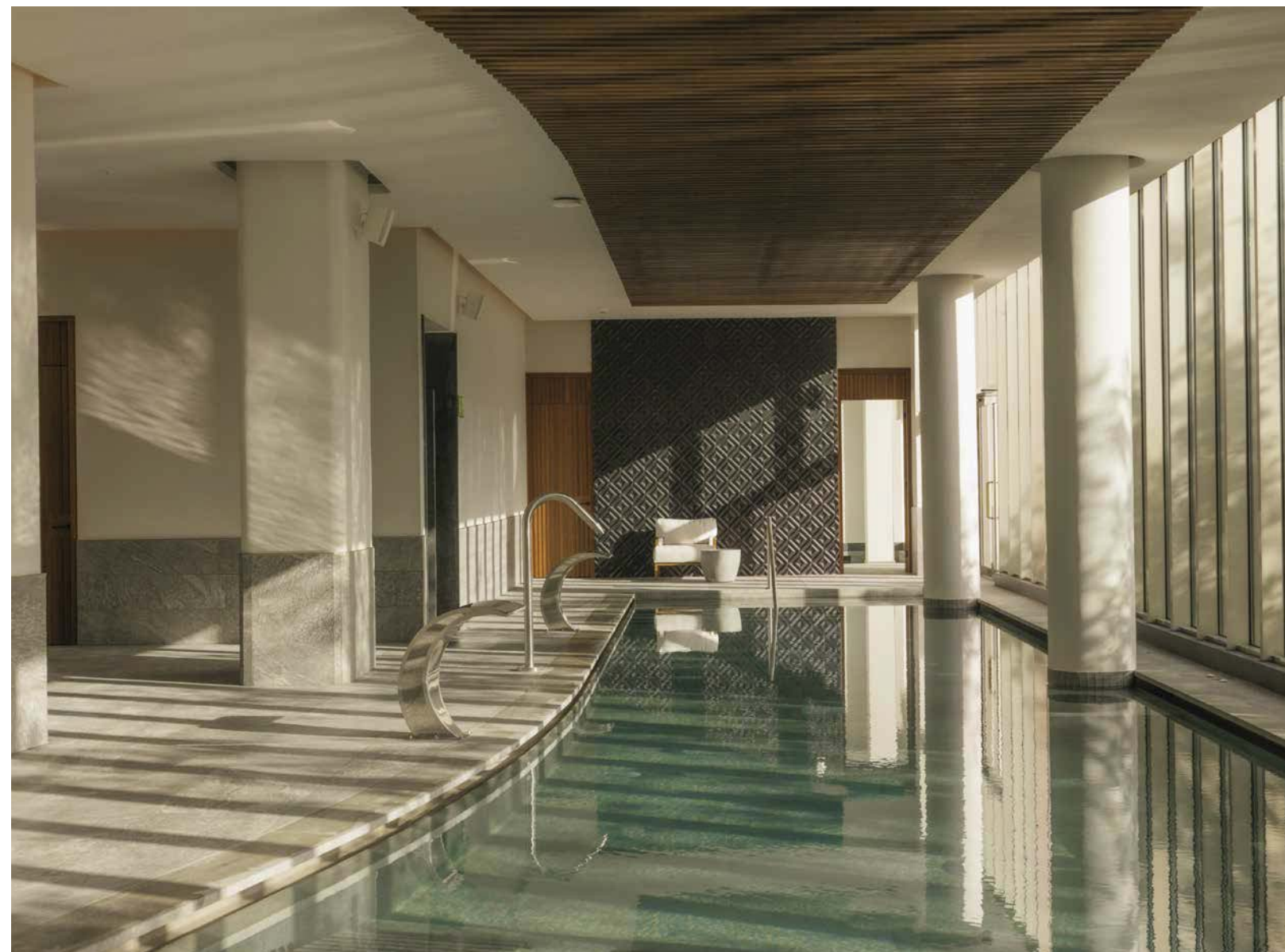
Alejandro Escudero's firm performed the interior design, which aimed to complement the building's unique architecture with a more natural and organic design, expressing a modern yet warm vision of Mexico. Based on the building's curves, they integrated the interior design with the site's tropical surroundings to accentuate a sensation of floating on the Caribbean Sea. Through the use of high-quality and weighty materials, tropical woods and regional products, along with the curation of furniture, art, and textiles, we seek to give the guest a more residential and personal feeling, "a home away from home," in which to enjoy the natural vision that SHA offers, including through its spaces.

We are amazed by the layout of the gardens and green areas, as well as their organic relationship with the natural environment and the surrounding ecosystem. Who is SHA Mexico's landscape architect?

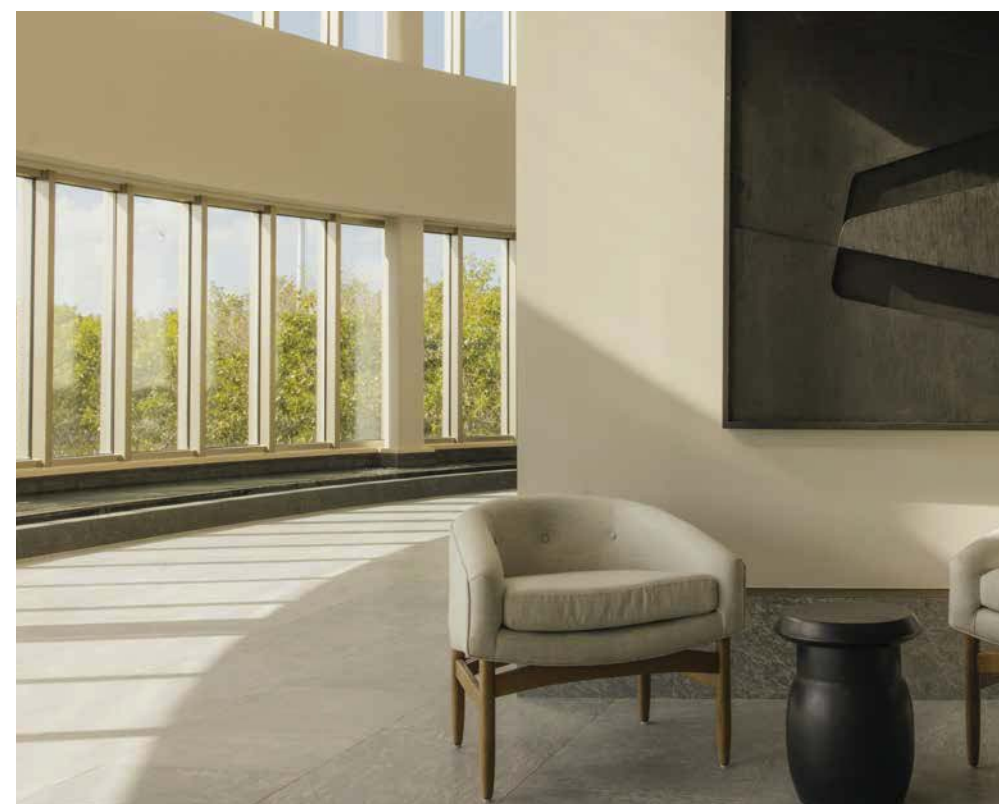
Maat Handasa, who designed the exteriors to respect the importance of local species, did the landscaping. From practically the entire building you can see the beautiful turquoise color of the Caribbean Sea on one side and the enchanting green of the jungle on the other. Having a white sandy beach of more than 300 meters also helps a lot.

The materials, both those used in the building itself and in its interior design, mark SHA Mexico as a model of beauty, technology, and luxury. PORCELANOSA Group is involved in its companies' materials. Can you tell us about the past and current relationship with our Group?

Regarding the use of materials, we aim to reduce exposure to harmful ingredients in building materials by restricting or eliminating toxic products and



"Sordo Madaleno has created a design inspired by the human genome (DNA), with an avant-garde and timeless aesthetic that offers an ideal space for the SHA method"



On the left: view of the spectacular spa area, equipped with the top-of-the-line technology and holistic treatments that make SHA a comprehensive brand. All floor and wall coverings are River Silver porcelain tile in beige and anthracite tones. Below: one of the halls, with River Silver tile from Porcelanosa. Top left: Alejandro Escudero's interior design embodies and affirms the materials' elegance.

promoting safer and more environmentally-friendly replacements. In this regard, **Porcelanosa** is a great ally in achieving these goals as the company shares our vision of responsible sustainability by using recycled materials. And they have environmental certifications (eco-labels), in addition to their easy maintenance and their avoidance of aggressive chemical products and reduced water usage. We have had a long and fruitful relationship with **Porcelanosa**.

What are the differences (and similarities) between SHA Mexico and SHA Spain? I will discuss the approach to health, wellness, cuisine, etc.

The SHA method, as well as its various health and wellness units, remains integral to the brand's expansion. In Mexico, our guests will be able to find specialists who apply the SHA method, providing a health and wellness experience in a very special environment facing the largest coral reef in America and the emerald green mangroves. SHA Mexico is an oasis



"SHA Mexico is an oasis of tranquility and wellbeing arising from this paradise"



of tranquility and wellbeing arising from this paradise. Although in Spain we also have an ideal climate and incredible views, I believe that being situated between the jungle and the sea is the biggest difference between the two properties.

At SHA Spain I know that you have a very competent and extensive medical staff, with numerous treatments and advanced technology. Who is in charge and what disciplines does the new SHA Mexico have?

We have focused on finding physicians and specialists who are highly experienced in their field. To mention a few, Dr. Jair Olivares is the Clinic Director with a distinguished career in the field of functional and integrative medicine, while psychologist Ana Mayra Guilbert directs the Sexual Health Unit, with excellent feedback from our guests. Professor Dr. Bruno Ribeiro is the head of the Cognitive Development and Brain

Stimulation Unit in Spain and also oversees this unit in Mexico. There are already many professionals on the Mexican team.

Expansion is one of the Bataller family's explicit goals. Spain, Mexico, and, in the near future, the Middle East. What will the next step be and how will SHA make its message global?

More than a brand or wellness clinic, SHA is a life mission for the entire Bataller family. Witnessing the change in my father's health and in the people who have visited us during these 16 years in Spain, and now in Mexico, inspires us every day to continue spreading our message of health and wellness. As I mentioned earlier, replicating the SHA Wellness Clinic concept is no easy task and that is why our vision is to establish only one SHA on every continent. Just as the Mexican Caribbean, because of its unique location, is the ideal place to host Americans, Canadians, and Latin Americans, our next locations, such as the United Arab Emirates, will strategically aim to impact the lives of people in different countries. Our entire trajectory is derived from our guests' results. Most of them are repeat visitors, and some of them have visited us more than 50 times.

Top left, right page: detail of one of the suites with River Silver tiles. The front of the bathtub, made out of the same material. All exterior and interior tiles and special pieces are Porcelanosa River Silver, as can be seen in the photo above.





AURA

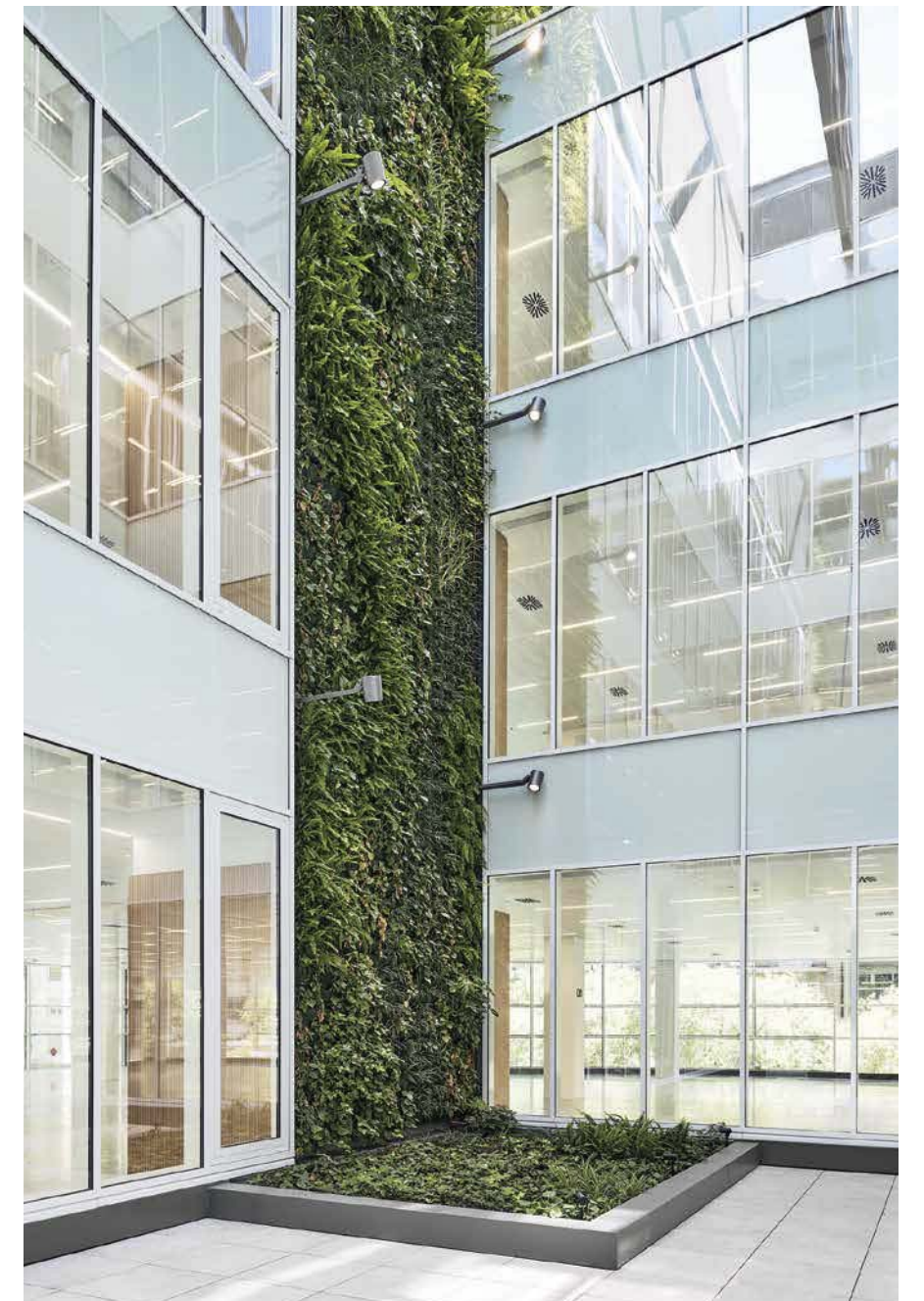
Working for a sustainable future

The transformation of a department store into a bright and respectful office building defines its relationship with its surroundings.

Images: MATHIUS DE FELIPE



Instead of an environmentally aggressive project (including demolition and a new, from-scratch construction), a profound transformation was chosen, taking into account sustainability and comfort, with the goal of improving the relationship between the building and its surroundings on Barcelona's busy Diagonal Avenue. The design is based on the continuous entry of natural light, with a fa'çade of soft waves, multiple accesses that favor the flow of people, energy saving and waste recycling mechanisms and, one of Blanch + Conca Arquitectura's main proposed solutions, the opening of terraces and patios designed according to biophilic criteria, in which succulents, vines, herbaceous perennials, and even a vertical garden offer users spaces to decompress from daily work and to reconnect in a naturalized environment.



At left and above these lines: when defining the building's new façade, marked by organic and curved shapes, we opted for the use of ceramic tiles, large-format Krion® porcelain tile, with its ductility, resistance, and pure white color, in addition to adapting to the 100% sustainable concept that defines the initial project. The Butech façade department performed the technical study, supply, and installation of the entire solid surface covering for this project, for which a new, industrialized façade system was applied for Krion.

At right: patios and terraces built under biophilic parameters make it possible to create spaces where one can connect with nature in one of the most socially and economically active areas of a large city like Barcelona.

A new visual image in fashion

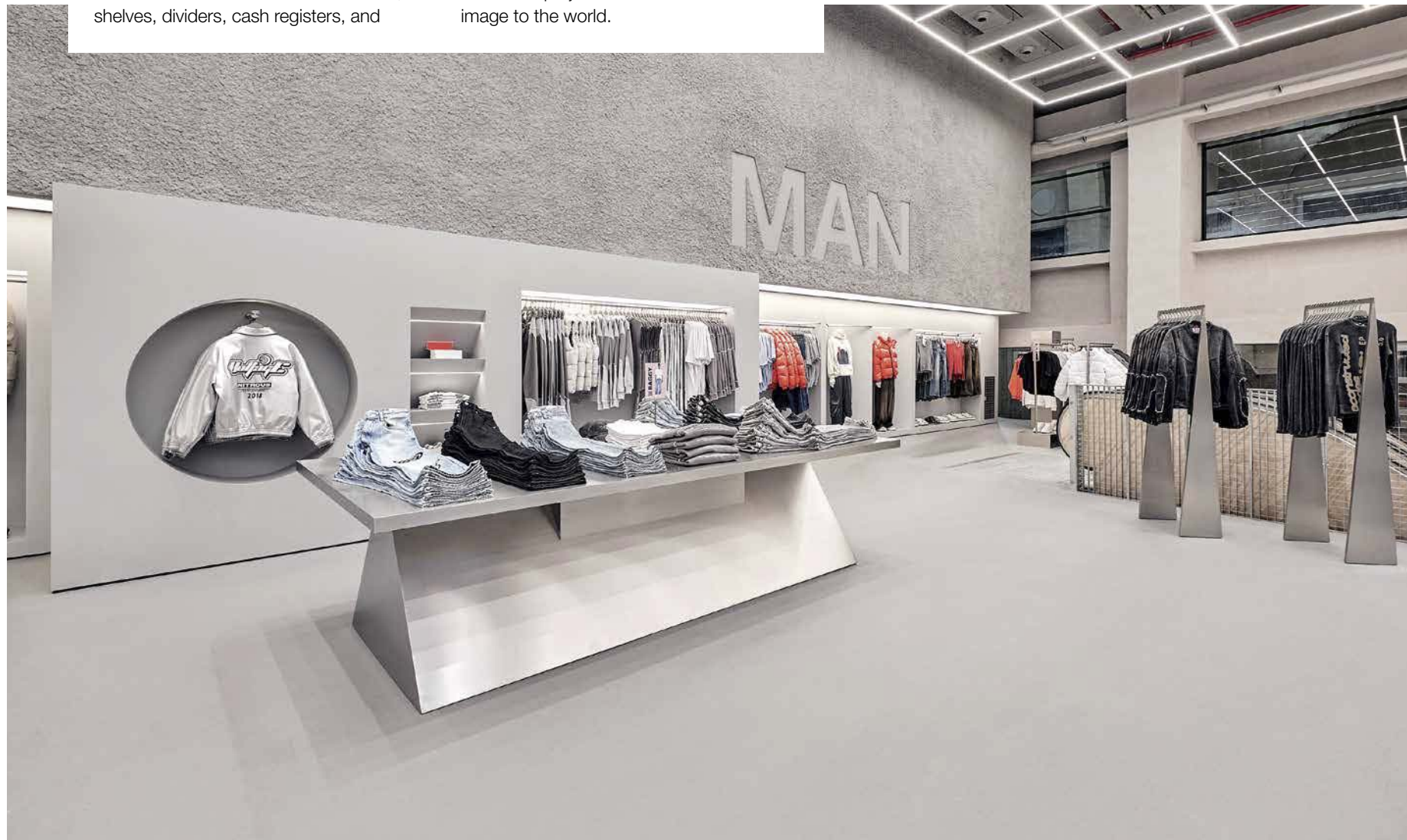
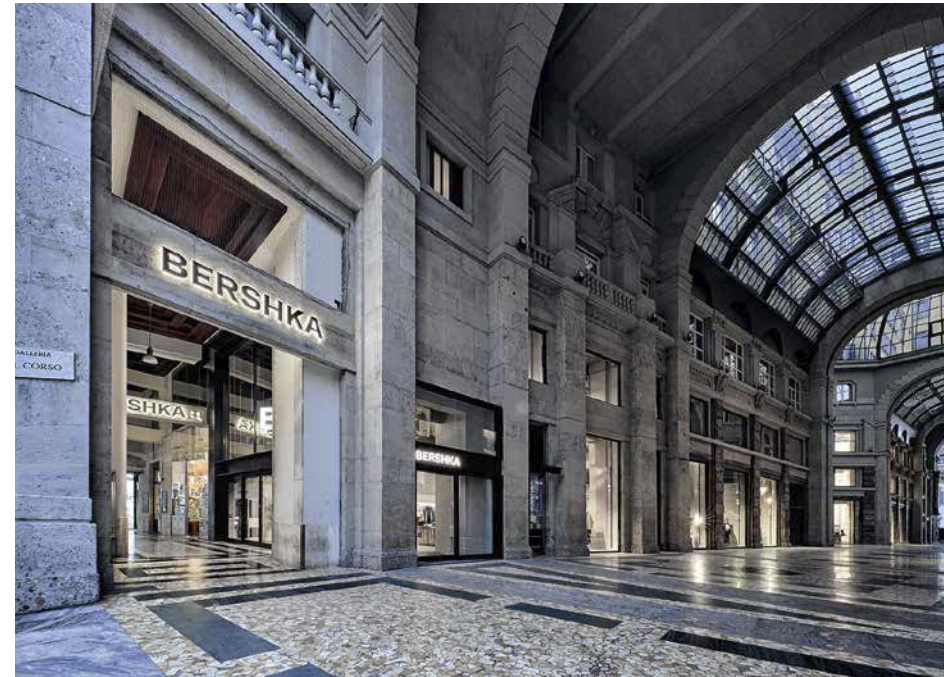
BERSHKA is heading in a new direction, changing its stores' aesthetics and revolutionizing the shopping experience. **PORCELANOSA Group** collaborates with the **INDITEX Group** firm.

In the fall of 2023, BERSHKA, one of the world leaders in young adult and contemporary fashion, began to radically transform its stores. A fresh and dynamic image has been achieved in the company's new *flagship* stores by applying solid surface **Krion® Lux**.

Krion® Lux's high-strength and low-maintenance allows for its use on walls, shelves, dividers, cash registers, and

online self-service machines. As the project's central focus, the spaces have been conceptualized as large, neutral containers, capable of adapting to the type of product depending on its display to the public.

Paris, Milan, Mexico City, and Valencia. These are the four 'ambassador' cities chosen to project BERSHKA's new visual image to the world.



MILAN / ITALY

In particular, the September 2023 reopening of the BERSHKA Milano *flagship* store stands out. It is located on Corso Vittorio Emanuele II, the historic heart of the cradle of fashion in Italy. An outstanding project, under the direction of architects Ellen van Loon and Giulio Margheri, of the prestigious Dutch firm OMA. This is the first store to embody BERSHKA's new store concept. Distributed over three floors and with several access points, the 1,872 m² store offers different previews, such as pre-bookable fitting rooms and others that allow sharing content on social networks through digital garments; or the intelligent RFID garment recognition system for *stock* control, which, in addition, provides ease and speed in the fitting rooms. With the use of **Krion® Lux 6903 Grey** in vending machines and displays, a sober and unalterable aesthetic is achieved over time.

Images: BERSHKA.

BERSHKA stores

VALENCIA / SPAIN

The new BERSHKA Valencia *flagship store* on Calle Colón has become one of the firm's largest and most emblematic stores. Digital technology, design, and innovative services take center stage in the midst of this change that makes shopping a sensory and dynamic experience.

Unique pieces of furniture, such as the large structures that, like sculptures, give character to the entire store. They are pieces made with adapted pink **Krion®** and —beyond their great aesthetic impact— they are self-checkout boxes (*slow check out*), interactive spaces (*digital fitting room*) where you can try on and choose the best *looks*. They are also a link between the first floor and second floor spaces. The new store's 1,385 m² are the perfect backdrop for BERSHKA, which is thus at the forefront of young adult fashion.

Images: BERSHKA.



BERSHKA stores

PARIS / FRANCE

The renovated Paris *flagship store* is located on Rue de Rivoli, very close to the Tuileries, the Louvre, and Place Vendôme. An area that this year, moreover, has special importance due to the Olympic Games that will be held in the French capital.

For the Parisian store, the use of furniture coated with solid surface **Krion® Lux 4601 Green Light** adds a distinctive touch. Its turquoise blue tone is echoed in the tiles and lends its own identity to specific areas, such as in the checkout area.

Images: BERSHKA.



CDMX / MEXICO

Echoing the same aesthetics as in Paris, **Krion® Lux 4601 Green Light** solid-surface parts were once again used, this time in support furniture in the fitting room area and in the self-checkout area. The 1,340 m² store is located in Mexico City's historic center, with a neutral architecture that combines avant-garde materials with different exposed brick surfaces in a perfect dialogue with the natural light filtering in from the large windows overlooking Motolinia Street, 400 meters from the Plaza de la Constitución.

Inside, the firm's different collections are distributed in easily accessible open spaces, where the displays flow over the floor. Incidentally, during the restoration of the building, a wonderful 500-year-old Mexican sculpture was unveiled on one of the walls, which has been integrated into the store's project.

Images: BERSHKA.



WINTER HAVEN

The house by the lake

This house, with its spacious and bright interiors and magnificent works of art, opens onto an exceptional view of nature and stands in the heart of the Florida peninsula.

Text: ALEJANDRA GARCÍA Images: VICTOR QUINTERO / VTR IMAGE



This house sits in Winter Haven, one of the most impressive places in central Florida. Its construction respects the natural environment and its interior design, at the same time, is a true work of art. The owner, the renowned German-born American dermatologist and dermatopathologist Klaus Sellheyer, has collected exclusive pieces from all over the world. Thus, the structure and interior design, with large windows; large, smooth, white stucco walls; and open spaces, invite you to move among objects of great artistic relevance. These works of art can also be appreciated from the outside, especially since they have been enhanced by clever night lighting and a perfect architectural dialogue with the landscape.

“The building sits on a 16,000m² plot of wooded land, including some magnificent southern oak trees that are about 60 years old,” says Dr. Sellheyer. “Special care was taken to ensure that, from inside the house, the best views of the trees and Hartridge Lake were available.



Above these lines: the surrounding views, with Hartridge Lake in the foreground, merge seamlessly with the interior thanks to the floor-to-ceiling windows. The natural light intensifies the richness of the materials used, such as the L'Antic Colonial natural wood floor with a geometric, 90-degree herringbone pattern and dark tones. At left, above: the façade combines white tones with L'Antic Colonial stone cladding.



Above and on the next page: the L'Antic Colonial floor offers wood's warmth in all the rooms. The best example is found in the kitchen, which opens to the living room, in a warm contrast with the XTONE porcelain tile with polished finish used on the island-countertop and the front of the kitchen. Also, the small living room and in one of the bedrooms, which reflects the owner's aim to open the house up to a unique natural environment.



The construction plan made it possible for the entire process to have minimal environmental impact." They only had to remove two oak trees (*laurel oaks*), while "in the main garden, we found agaves and cacti that are easy to care for. The rest are endemic plants that thrive in the climate of this part of Florida and also require very little maintenance."

Inside, great care has been taken in the selection of the furniture, most of which comes from stores in Atlanta and Miami, such as the vanity units, mirrors, bathroom accessories, and ceramic tiles, supplied by **PORCELANOSA Group** companies. **L'Antic Colonial** natural wood flooring covers the entire house. The geometric, 90-degree herringbone design, texture, and dark tone of the flooring differentiate it from the rest of the hardwoods and also highlight the white of the walls. Carpets with soft tones that harmonize the space are also layered on top of the flooring.



Above these lines and on the next page, above: the chromatic play between black and white, artwork, and a view of the garden define the bathroom. The cement-effect pavement is Metropolitan Caliza by Porcelanosa. The black marble-effect shower cladding the large-format porcelain tile XLIGHT porcelain tile from Porcelanosa.

On the next page, below: in the guest bathroom, a Ras series white countertop and MB Smart Drawer beige cabinet by Krion were selected. The shower tray is the Gravity Aluminium Hexagon Metal metallized mosaic from L'Antic Colonial and the rust effect coating is Ferroker by Porcelanosa.

The large windows are ceiling-to-floor, "built with the same quality as a storefront, following strict standards to mitigate the effect of hurricanes," although the property is located far from the coastal area, the most affected area.

Winter Haven is strategically located between Orlando and Tampa. "But, in contrast with its large metropolitan neighbors, at the time of the building's construction it offered a large and wonderful lakefront space, with vegetation that has not been destroyed, which allowed for nature to be integrated with modern architecture, creating a zen atmosphere throughout the grounds," the owner states.





INTERNATIONAL EXHIBITION MUESTRA INTERNACIONAL

THE 30TH EDITION

Porcelanosa, L'Antic Colonial, Butech, Gamadecor, Krion, XTONE, and Noken have been the headliners of the 30th Exhibition presented at the PORCELANOSA Group. Attendees from all over the world have gathered in Vila-real to learn about the firms' great novelties. The different *showrooms* have shone with architecture and design trends, presentation of high-tech materials and, solutions for the environmental challenges of the future.



PORCELANOSA

Neutral colors, textures, and the most virtuous veining are the characteristic features of the firm's new designs. PORCELANOSA showcases its latest innovations for floor and wall tiles inspired by cement, limestone, and marble.

1. Porcelanosa *showroom* in which the development of new finishes and reliefs stands out. In the image, XLIGHT Nero Velluto, the most elegant black reaches its maximum brilliance.
2. **Dorca Collection.** The Dorcia collection, with its smooth appearance and matte finish, was inspired by *limestone*, which has a porous appearance that can cover any type of project, giving it a welcoming character. The collection manages to combine the best technical performance of ceramics and the aesthetics of stone, and projects environments with a classic or contemporary interior design.
3. **Savannah Limestone.** The large-format collection inspired by stone is the option with which to achieve the material continuity of a natural and relaxed atmosphere. Flooring, cladding, pool basins, or any type of customized technical adaptation.

30TH INTERNATIONAL EXHIBITION OF GLOBAL ARCHITECTURE AND INTERIOR DESIGN BY PORCELANOSA GROUP

The 30th International Exhibition has become a center of technological innovation and design that has been visited by more than 12,000 attendees. A great presentation of materials, products, and customized solutions that are committed to sustainability, technology, and intentional constructiveness. The business group renews its *showrooms* to showcase its materials' versatility and offer immersive and sensory experiences to participants.

Porcelanosa has allocated a 1,000 m² space to the large-format **XLIGHT** porcelain tile with which it shows the richness of the material and from which any design can be projected, tracing a route that discovers the infinite possibilities offered by the range of graphics, textures, and finishes in residential, *contract* and *hospitality* constructions.



L'ANTIC COLONIAL

The PORCELANOSA Group firm specializing in natural products celebrates its 25th anniversary. To commemorate the occasion, it is showcasing a renovated *showroom* and presents its new brand for small-format decorative ceramics, S-tile.

1. L'Antic Colonial *showroom*.

2 and 3. **Geo. Collection** The exclusive Geo series of cladding, part of the S-tile range, invites you to explore the perfect fusion between the simplicity of geometric shapes and a soft palette of six pastel colors to create a three-dimensional canvas on walls. A total of ten unique geometric patterns, precisely designed to add dimension and dynamism to spaces. With a matte finish, Geo has a modern, timeless aesthetic that adapts to a wide variety of decorative styles. The versatility of this collection is reflected in the base pieces of each color, which act as a blank canvas. In this way, models can be combined and customized to explore creativity. Playing with the combinations of bases and decorations, a personal and unique design is created.

BUTECH

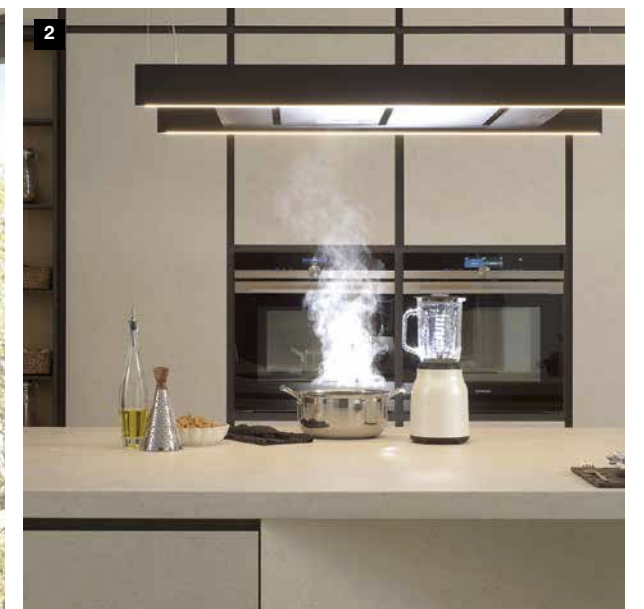
The technical solutions enhance the aesthetics of the façades based on giving priority to sustainability in architectural design.

The company also presents systems for shower trays and new colors for joints that complete the range of products for the installation of the new porcelain tiles.

Modular façades. Industrialization is presented as the main way to build for the future.

Thus, Butech, through Porcelanosa Offsite, is committed to developing new modular solutions. The firm presents a new concept of façades with modules of up to 12 m² of surface that include all the standard elements of the envelope and incorporates all the metallic carpentry such as windows, parapets, and balconies. In addition, it allows different exterior finishes such as ventilated façade with PORCELANOSA ceramics or SATE (Exterior Thermal Insulation System). This advance in industrialized façades is being installed in the expansion of the Hospital Clínico Universitario de Valencia. The 8,000 m² modular façade was designed by AIC EQUIP and FJ Jiménez Arquitectura. For this project, 836 modules will be used, clad with XLIGHT (Porcelanosa) large-format technical porcelain tile.

1. Ventilated façade designed with XLIGHT Moon White in polished and nature finishes.



GAMADecor

Minimalist style, versatility and customization characterize Gamadecor's furniture novelties. The firm shows the designs and materials of furniture for kitchens, living rooms, and bathrooms.

1. **Flexa Collection.** Flexa is a versatile and efficient bathroom series. Modular and adaptable, it allows providers to meet the individual needs of each customer. Base units, vanity tops, and open shelves are some of the elements of this collection. Perfect for small bathrooms or bathrooms with limited sink area. The cladding belongs to the new Deco Terra collection by Porcelanosa.

2. **Smart kitchen.** Inductive countertops, with invisible dual technology, can function as a cooktop or for the transmission of electricity to appliances equipped with such technology, without the need for cables or batteries.



KRION

More sustainable surfaces, innovative materials, and finishes with personality and style.

1 and 2. New Alluslate®.

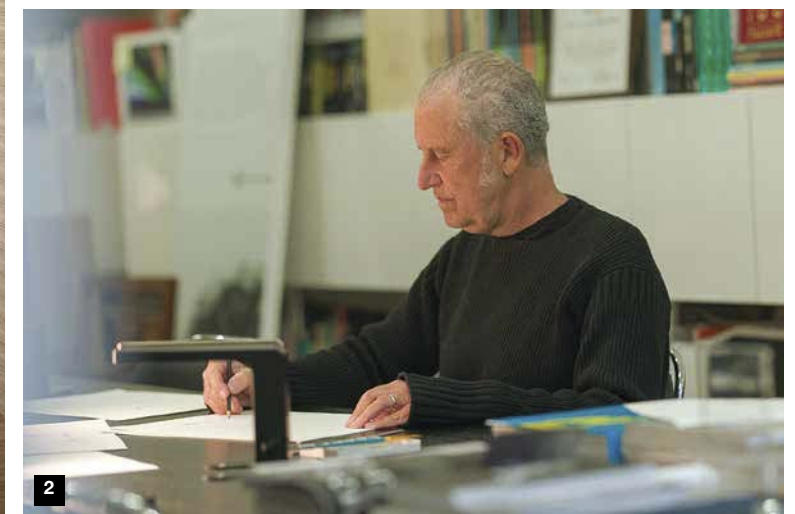
Natural materials have served as inspiration for the Alluslate® Timber Walnut and Oak models. These two new surfaces take the aesthetics of wood to give shape to surprising cladding. With a thickness of 4 mm and a matte finish, these quick-installation, low-weight, and resistant panels provide a sophisticated and warm touch.



NOKEN

On the 15th anniversary of the Lounge faucet, Simone Micheli has designed a new version, Lounge Fluid, on display in the showroom during the International Show.

- 1. Lounge.** The Lounge series is 15 years old; the history that made this project is beyond and within time. This design has a long life linked to a specific part, to a thought made of simplicity, essentiality, capable of integrating itself in a thousand possible places, losing track of time.
- 2.** Sustainability, compatibility, and sensory values guide Simone Micheli in creating each of his projects. With Lounge, the designer conceives a comprehensive bathroom project focused on comfort and wellness, through design pieces that delight the bathroom design, but above all, are practical and functional. Avant-garde finishes combined with quality materials make it possible to create a unique bathroom like the Lounge collection, pure and exquisitely 'of the future'.



XTONE

The new large-format porcelain tile collections reproduce the look of marble, wood, and cement with startling realism. The most innovative decorative techniques, employed in the large-format porcelain tile production plant, enhance the aesthetics of XTONE's new designs.

1. Calacatta Viola Collection.

Calacatta Viola is classic marble, reinvented, most faithfully reproduces the veins of natural marble. Calacatta Viola's distinguished and vibrant design brings character and is one of the best large-format porcelain tile collections. At the same time, the extension of the veins and its neoclassical style uniformly dress the environments.



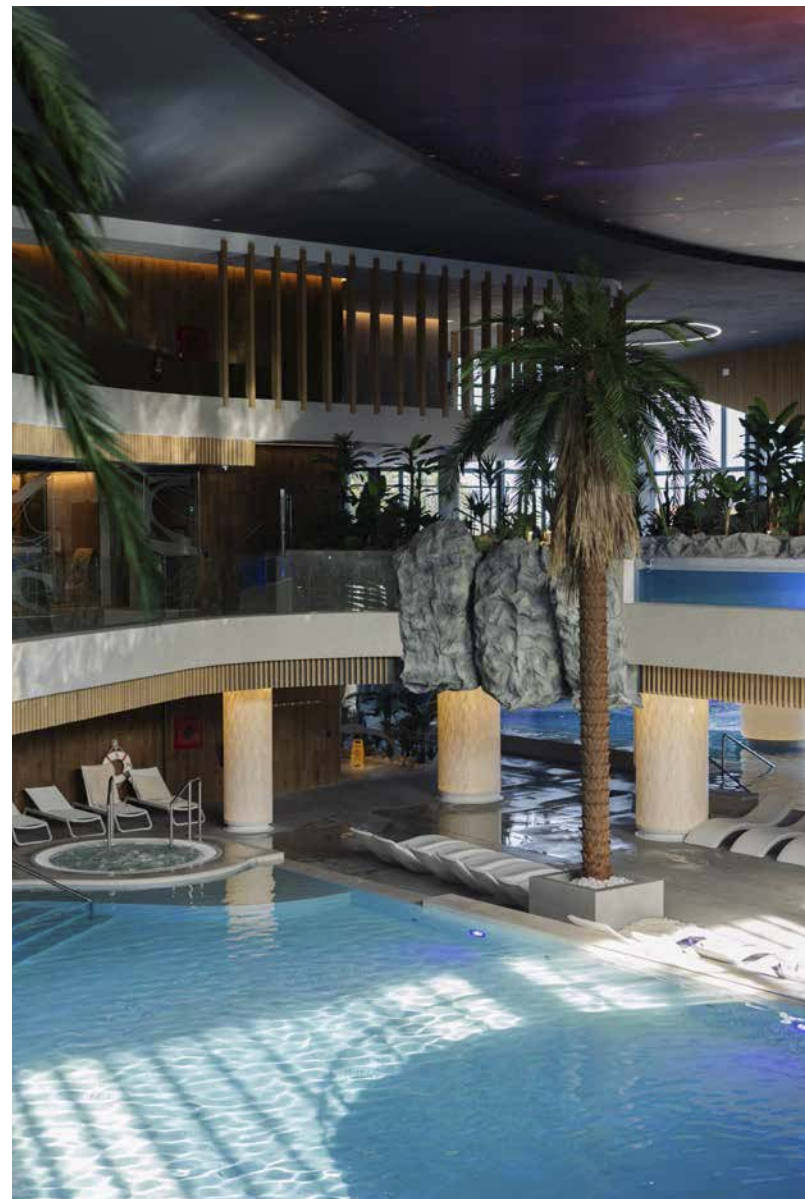
In turn, **Krion** has completely renovated its showroom, with the help of estudi{H}ac. The new space is a meeting place where sector professionals and individuals can get to know, physically and sensitively, the multiple applications of the different **Krion** materials in architecture and interior design. **K-ONCENTRICO 360°** is the new exhibition in which circularity becomes the main key. **L'Antic Colonial** which is celebrating its 25th anniversary this year, has relied on Summumstudio to remodel its facilities. An architectural and inspirational proposal, loaded with symbolism, which aims to show the deep connection between **L'Antic Colonial** and nature. **ATRIUM** the name given to the exhibition, is the search for material nobility. **XTONE**, **Noken** and **Gamadecor** are committed to showcasing the collections of large-format porcelain tiles, natural stone, and equipment for bathrooms, kitchens, and living rooms, which will undoubtedly be trendsetting. And **Butech** the engineering firm, presents a new version of industrialized façades.

ALAMBIQUE DO OURO PORTUGAL

Wellbeing and warmth at its best

In the Serra da Estrela mountain range, this magnificent *resort & spa* over 2,500 m² in size shines with a light of its own. An important project in which PORCELANOSA Group has participated.

Text: TXELL MORENO *Images:* CLÁUDIO GONÇALVES



About these lines: rest area made with **Berna Acero** as flooring and cladding, using **Butech** laying materials.
On the left: the large central pool is clad with **Porcelanosa Bottega Caliza** porcelain tile.
The backlit columns are covered with **Lux L505 Beige Ivory Krion** and the cladding with **Vancouver Brown PAR-KER** from Porcelanosa.

Deep in a breathtakingly beautiful mountainous landscape, you will find a true Eden of relaxation and comfort: Golden Rock, the largest *spa* in the country. Located in Fundão, Golden Rock stands three floors high and comprises more than 2,500 m² dedicated to wellness. The complex also has 42 luxury *suites*, a 1,000 m² event room, and a conference center, all designed with **PORCELANOSA Group**. The center is located within the four-star Alambique Hotel Resort & Spa. The owners, Alberto Ribeiro Carlos and Maria da Graça Carlos, entrusted the ambitious update to architect Pedro Ferrão, with interior design by Jranito Design, Atelier Reimão Pinto, and Susana Camelo Interior Design. This center is inspired by the authentic local culture to offer services that combine technology and excellence in every hotel detail. The resort's modern architecture offers a serene atmosphere inside, where the palette of warm, nature-inspired tones evokes the beauty of the surrounding landscape. The hotel has 153 rooms and 42 new and sophisticated *premium suites*. A new wing was constructed to house these new *suites*, the balconies of which overlook the hotel's outdoor swimming pools.



About these lines: warmth and elegance flow through the hotel's circulation areas, thanks to the Porcelanosa Berna Acero flooring, a large porcelain tile with a stone-like appearance. The decorative profiles for zigzag luminaires are the Pro-light line by Butech.

Above, at left: the reception desk is made of backlit Krypton® Lux L505 Beige Marfil. The lower part is covered with Porcelanosa Gallery Grey porcelain tiles.

At left: the bathrooms in the common areas are lined with XLIGHT with polished marble and wood aesthetics. The large washbasin is made to measure from XTONE with the same aesthetic, with Noken Round model brushed gold recessed fittings. The rest of the walls are dressed in Porcelanosa's warm Ewood Camel Nature and neutral Gallery Grey. The Nk hand dryer is from Noken.

Below: curved shapes in the shower areas, equipped with Treasures Bronze Emperador from L'Antic Colonial and accompanied by Porcelanosa Berna Steel for the floor.

On the opposite page: Porcelanosa's Gallery Grey porcelain tile is used in the foyer, which matches with the Krypton® Lux L505 backlit columns.



On the previous page: the spacious *suite* bathroom has Gold XLIGHT Calacatta floor and wall tiles in satin and matte finish in combination with Porcelanosa's Vancouver Brown PAR-KER®. The double washbasin with the same aesthetics is made from XTONE. The single-lever tap in brushed gold are the Lignage Luxe model from Noken. The decorative profiles for the lighting, next to the mirror, are the Pro-Corner Light from Butech. The decorative mosaic is Gravity Aluminum Arrow Gold from L'Antic Colonial and the dressing room's modular system is from Gamadecor. Next to these lines: Porcelanosa's Vancouver Brown lines the entire space with details that enhance it, including Butech Pro-light Silver lighting. The bathtub is Soleil Square from Noken. The treatment area is completed by the Porcelanosa Berna Acero porcelain tile, Krión Ras washbasin, and Noken Hotels faucets. Below, from left to right: the headboard of the bed is Tanzania Nut. The white walls and floor are achieved with XLIGHT Glem White in Nature and Polished finishes by Porcelanosa. The bathroom is finished with Paonazzo Biondo stone effect porcelain tiles by Porcelanosa that match the Butech Pro-mate 3 Black profiles. The countertop is made of XTONE. The sink, the Hotels faucet, and the Hotels hangers are from Noken.

To accommodate the new wing, the hotel's façade had to be completely remodeled to standardize the building's exterior. The new wing has been joined to the original structure via a renovated lobby. The rooms, with wood panels and warm lighting, include private bathrooms, where surfaces covered with porcelain tiles and large natural stone emphasize the feeling of wellbeing.

In turn, the Golden Rock - Alembic Water Spa is the hotel's crown jewel, the perfect place to revitalize body and mind. The offer includes three heated pools, four *jacuzzis* (two of them suspended), several saunas, a Turkish bath, a snow cabin, and contrast tanks, as well as massage and therapy rooms. These options invite you to enjoy a sensory experience wrapped in an evocative interior design, where warm finishes contrast with metallic elements and water.

The sinuous shapes that mark the furniture and the perfect distribution of lights define a magnificent, immersive space.

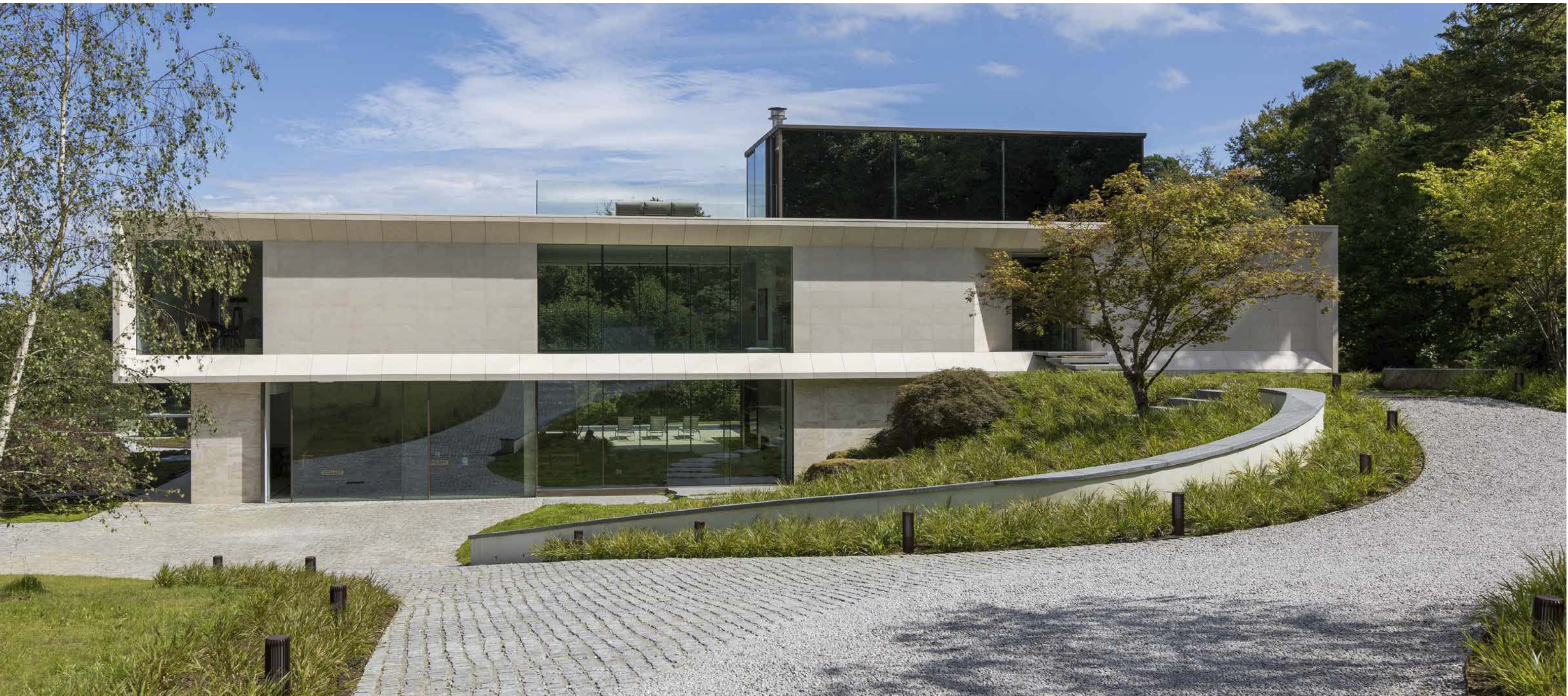


SEVENOAKS HOUSE UNITED KINGDOM

Integrating into the environment

Take advantage of the terrain's topography to 'blend in' with the surrounding natural landscape. Thanks to this solution, and to the outstanding use of **PORCELANOSA Group** natural stone products, this project has become an example of an example of construction that minimizes ecological impact.

Text: PACO MARTINEZ Images: ALEX KEANE



The building's exterior is defined by a combination of stone textures. The terrace flooring is 20 mm thick, non-slip Rox New Beige, laid on the Butechraised floor system. The exterior walls are projected using natural stone from L'Antic Colonial, with a Butech ventilated façade system with concealed clamp. The rooftop features a rectangular glassed-in space, the *Sky Lounge*, which is shaded by the reflection of the surrounding trees and accentuates the house's integration into its surroundings.



Respect for the environment has always been a hallmark of the projects of the English firm Tye Architects. On this occasion, the construction of this single-family home in Kent County had to be particularly innovative in terms of sustainability and energy efficiency. To begin with, “the size and layout of the building were important factors when we thought about its seamless integration into its surroundings. We decided to bury part of the main floor, reduce the entrance area, and take advantage of the terrain’s unevenness to minimize the impact,” said Nicolas Tye, studio director, and Javier Poveda, architect and project manager.

This approach led them to select “the natural stone products offered to us by **PORCELANOSA Group**. They have been a key part of this project: a building that connects with nature, but is also unique in its own right.”

Marble and limestone toned finishes characterize the exterior appearance, with straight and simple shapes. The guest area is located below the pool terrace, but the land’s elevation means that it also has plenty of natural light.

Nicolas Tye and Javier Poveda emphasize that “sustainability and energy efficiency have defined the building’s design. We had to minimize the ecological footprint of the construction and, at the same time, give our customers an efficient home for many years to come. Longevity and durability are key elements that define environmental impact. As a result, the built-up area and the altered landscape are concentrated in a small portion of the land.”

To ensure energy efficiency, a new generation heat pump has been installed that produces 3.5 times the amount of energy consumed. A mechanical ventilation with heat recovery (MVHR) system, which allows for fresh air, and a radiant floor heating system have also been installed. For the architects, “the use of natural stone allows us to be more efficient, as it reduces the heating potential of the house compared to what it would have if we had used other more processed materials.”

The 20 mm thick Rox New Beige has been on balconies and terraces used as STE Exterior raised access floor. The L’Antic Colonial natural stone was installed on the façade overhang with the Butech ventilated façade system. At right: in the interior, the continuity between ample entrance of natural light and open spaces is achieved with the use of natural stone from L’Antic Colonial.



interiors

Professionals who create soulful spaces

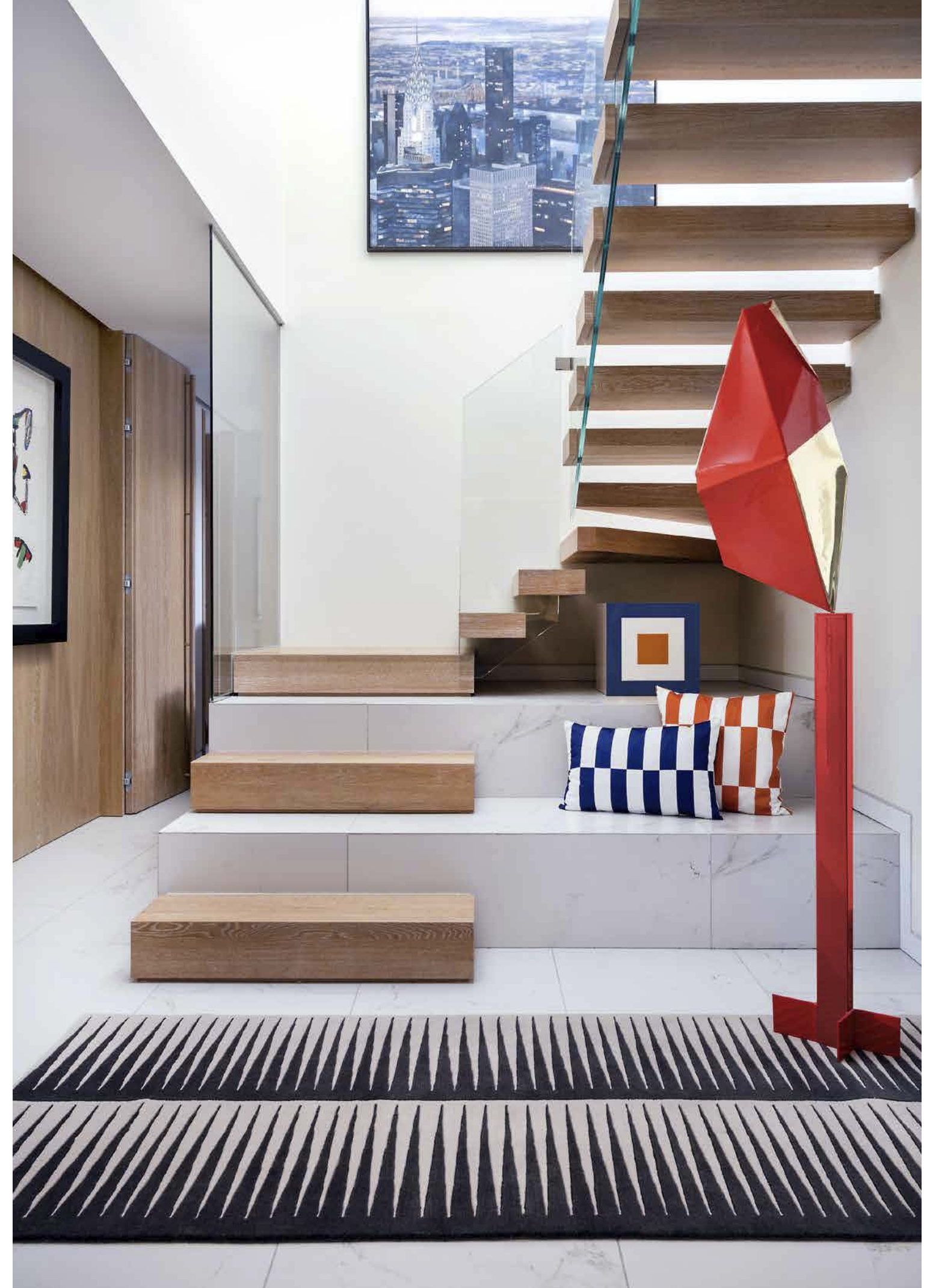
Beyond a blank canvas, the interiors create living nature that professional interior designers are able to adapt to the tastes and needs of their clients. The way a space makes us think, feel, and act is an important aspect of our lives and is one of the *raison d'être* of interior designers, since their work explicitly influences our well-being.

Without forgetting any details or small corners, in each project these interior space architects explore the best way to plan the space and maximize the function and movement within it. Their professional advice becomes key in obtaining results that unite creativity and pragmatism, as well as fusing form and function in conjunction with light and color. And that also uses the best resources and solutions to promote energy-efficiency and sustainability. Within the diversity of each project, the creation or recreation of environments is a work of personalization in which interior designers seek to create spaces with soul.



At left: this cozy living room, designed by interior designer Susana Lozano, in soft white tones and mood-shifting lighting, rests on Advance faux wood flooring with a herringbone pattern from L'Antic Colonial.

At right: this original staircase, with flooring by Porcelanosa is located in the apartment entrance hall, organizes the space and leads to the upper floor, where the terrace is located. It is the work of interior designer Pia Capdevila. Image: Paloma Pacheco.



Classic avant-garde from the heights

Cosmopolitan, selective, and exquisite. With this premise, the interior design studio of Susana Lozano has designed this house in which a palette of neutral and natural tones prevails in open spaces that invite you to relax and enjoy the home. The result of a thorough renovation, carried out by prestigious developer JMC HOMES, the classic and elegant character is maintained, but with a modern interpretation and a marked attention to detail. On this occasion, moreover, the project has been carried out from the outside in, directing attention to the spectacular panoramic views as the driving force of the project.

The moldings on the ceilings contrast with the light treatment of the walls, creating a fusion of sensations that enrich the spaces. The 148 m² are distributed over a large day area, consisting of dining room, living room, and kitchen island in the same environment, and a night area, with three bedrooms and their respective bathrooms. Elegant flooring with herringbone pattern and furniture with straight lines and contemporary aesthetics are used throughout the house, with ochre and its variants contrasting with black elements and finishes. The result is a house that looks outwards to the exterior while, at the same time, inviting you to relax and feel good.



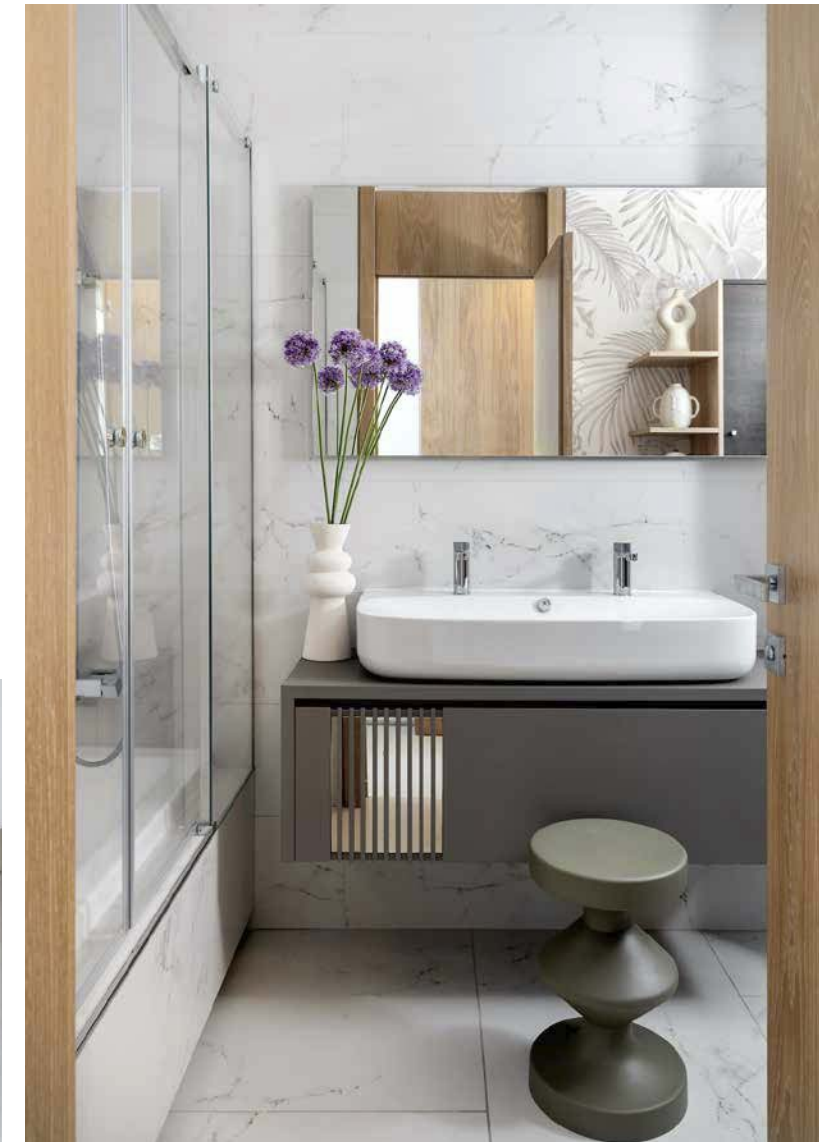
Above these lines: the kitchen opens to the dining room and the living room features the cozy and elegant Advance series herringbone-patterned flooring from L'Antic Colonial. The countertop and the dining table top are made from XTONE Bottega Limestone. The furniture is from Gamadecor. The single-lever sink mixer, in black finish, from the Noken Bridge Slim model. Above, at right: the bathroom cladding and flooring are Bottega Limestone from Porcelanosa. The double-basin faucet and the single-lever shower faucet are from the Round line, in black finish, Slender washbasins and Slate shower tray, all from Noken. At left and right: neutral tones with touches of black stand out against the Advance herringbone-patterned pavement by L'Antic Colonial.



Susana Lozano
A professional interior designer since 1998, she co-founded Mercader de Indias and began to pursue her passion there. After developing interior design and decoration projects, and collaborating as an interior design consultant in specialized publications, in 2014 she opened her own studio, Susana Lozano Miralles Interiorismo, in Valencia. In this personal adventure, she is in charge of the development and management of renovation, interior design, and decoration projects for residential homes and spaces for professionals, property management companies, etc. In her studio she has a team of technicians and professionals prepared and trained for appropriate support in each area, who share her passion for interior design. "In each project I start by searching not only regarding decorating, but also about creating environments and generating sensations, always empathizing with my clients and with the intention of making their dreams come true," she says.



At left: a custom-made center cabinet acts as a dividing element between the dining room and the living room. The terrace, located on the top floor of the Madrid duplex, has been fitted out with a large seating area with furniture that combines wood and aluminum. The flooring and façade cladding are made by Porcelanosa.
 At right: the bathroom is equipped with suspended furniture and countertop washbasin from the Arquitect line from Noken. The double bathroom faucet is the Tone model, also from Noken. The cladding and flooring are made by Porcelanosa.
 Below: the kitchen island layout features a white countertop made of Krion® Lux 1100 East, together with Gamadecor white furniture with natural wood finish details. The single-lever sink mixer is Urban, from Noken.
 Images: Paloma Pacheco.



444 MADRID MADRID

Art, color and maximum warmth in this duplex apartment

With the aim of “creating a home,” Pia Capdevila and her team have designed the interior design of this duplex, with an area of 150 m² per floor. With an express request to maximize storage space, custom pieces have been designed to accommodate the large number of books in the property and combine them with a complete collection of artwork. The hall appears at the center of the house, and acts as a backbone of the different areas, with an original staircase leading to the upper floor where the terrace is located. On the first floor there is an open plan living/dining room, open to the kitchen through a sliding door, as well as three bedrooms (one of them *en-suite* and the other two sharing a bathroom), as well as a guest bathroom, an office, and a laundry area.

The original light marble flooring accompanies the route throughout the entire house and highlights any element, especially the colorful artwork, as well as other decorative accessories. In the living room, kitchen, and master bedroom, natural wood elements and finishes, many of them custom-designed, have been integrated to provide extra warmth. On the upper terrace, the outdoor living room is dressed in a neutral color palette, giving prominence to the surroundings.



Pia Capdevila
 “This job is like dreaming forever. I love it. And that happiness is communicated in every one of our projects.” Following this idea, Pia Capdevila runs an interior design studio that, since 2007, works to excel in each new project and make the most of the functional and aesthetic spaces. Knowing who is going to live in it and, above all, how they want to live, is key to work and respond to the needs and desires of each client. Its DNA, based on a natural, positive, perfectionist, and approachable approach, is reflected in each of its interior design projects, resulting in spaces that are both functional and welcoming. Her personal trademark lies in a particular vision that maximizes the aesthetic and practical potential, in a balanced combination of beauty and comfort. Based in Barcelona and Mallorca, her work extends from domestic to catering, commercial, and offices.

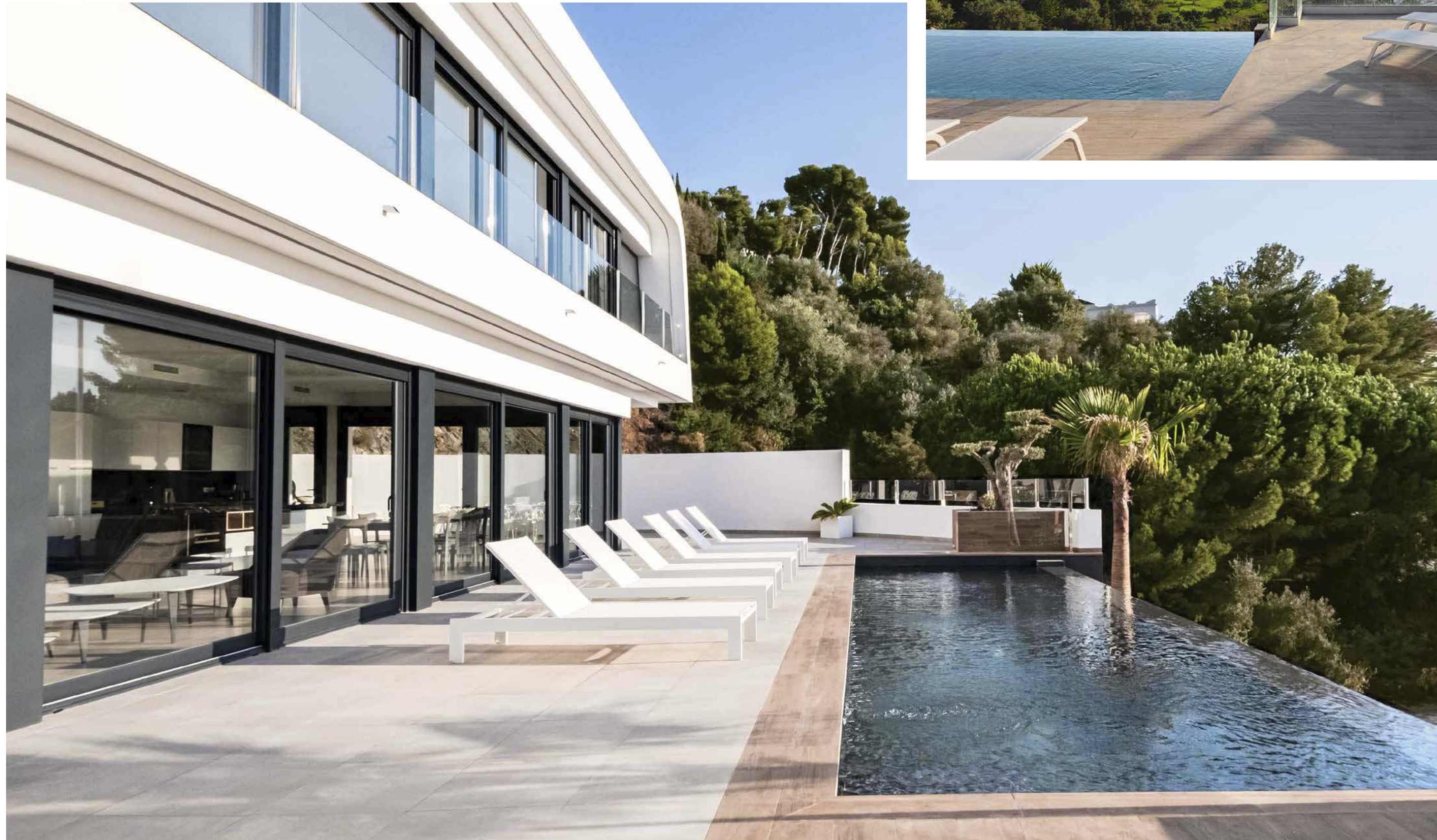
Photo: Lord Camera.

LA HERRADURA GRANADA

The essence of the Mediterranean

This complex made up of 34 luxury villas has become the best possible destination to enjoy one of Spain's most spectacular coasts.

Text: PACO MARTÍNEZ Images: MORTADELA Y MEDIA



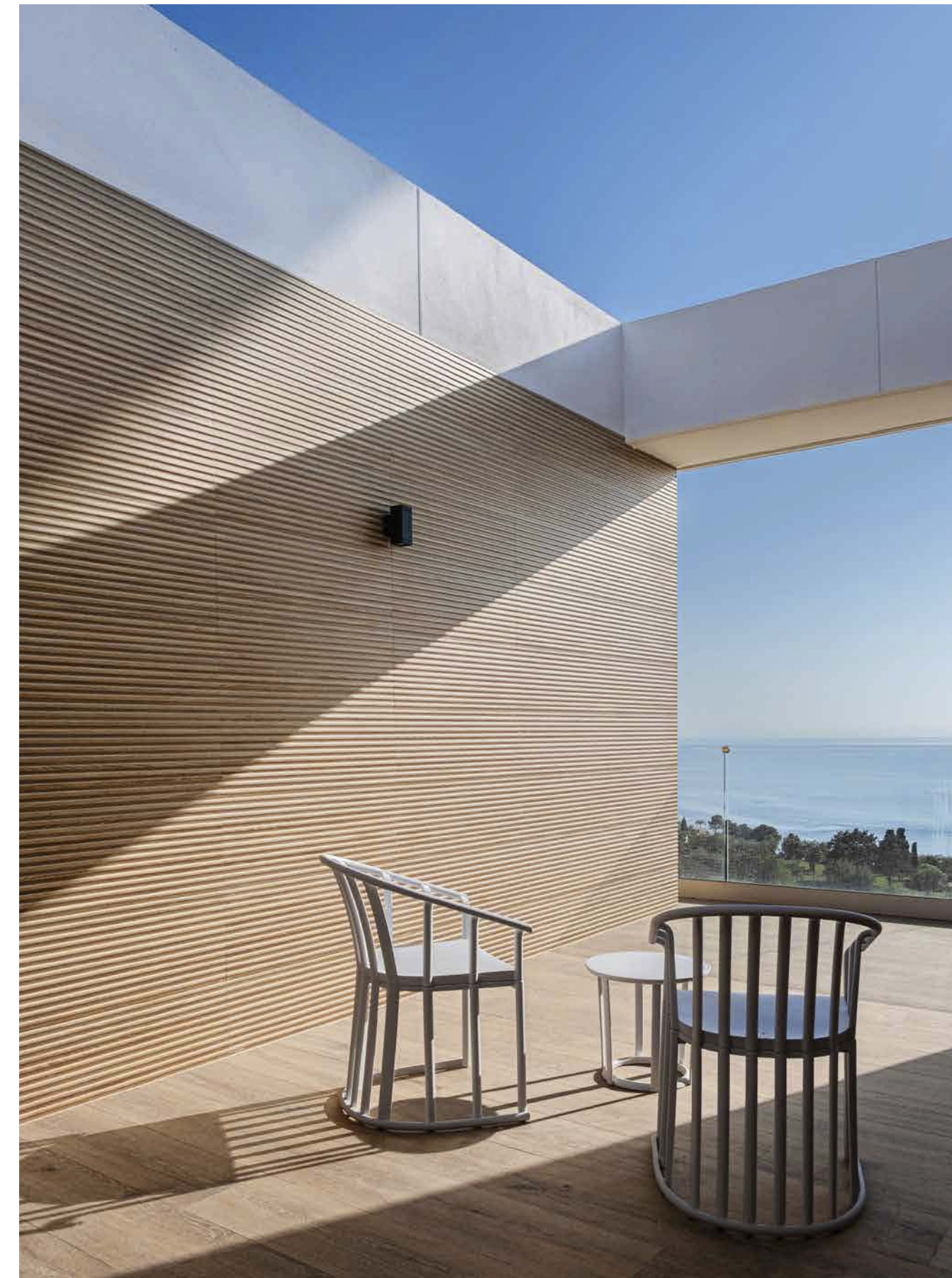
All of the luxury villas in the La Herradura residential complex open to the exterior to make the most of the light coming from the natural surroundings. This layout emphasizes the importance of the pool area. On the previous page, above: villas blend into the landscape using PAR-KER® porcelain tile from Porcelanosa in the imposing facades. At center: the terrace and pool area takes center stage in the layout. Aesthetics and comfort using porcelain tiles from Porcelanosa as general flooring for interiors, exteriors, and areas near water, where these same products feature an anti-slip finish. The PAR-KER® cement- and wood-like aesthetics have been utilized. All finished off with Butech products. Above these lines: infinity pool overlooking the Mediterranean with PAR-KER® ceramic parquet from Porcelanosa.



On the previous page and below: the open-plan rooms face the majestic backdrop of the Mediterranean and maintain direct contact with natural light. Porcelanosa porcelain tile used as general flooring provides visual continuity in interiors and exteriors. At right: PAR-KER® is used on bedroom private terraces in combination with Porcelanosa embellishments, which reproduces a fine wood striping as cladding on the façade. Butech materials are used for installation and finishing.

Granada's costal region, also known as Costa Tropical de Granada, is one place where you can enjoy the Spanish Mediterranean year-round. This modern and exclusive complex consisting of 34 luxury villas is located there in one of the best areas of Punta de la Mona, overlooking the bay of La Herradura. The project's initial idea is expressed by Juan Ruiz and Marla Marquez, founders of Altamira Villas: "We wanted to integrate each villa with the sea through a unique design in which quality and modernity come together through curved lines".

Antonio Rodríguez Rufino, from AER2 Arquitectura, has been in charge of physically realizing this objective. The challenge consisted mainly in maintaining the traditional Andalusian aesthetics of open and luminous houses while integrating the home into the natural environment overlooking the Mediterranean. The result has been a contemporary diaphanous design, with geometric elements that dialogue with the surrounding





On this page: in the bathroom the Smart Line horizontal mirror with polished edges and Round Chrome overlay shines. The single-lever basin mixers with cold opening, also in chrome, are from the line Curve. Everything, such as the suspended black module, is from Noken.

At right: this bathroom's cladding combines Calacatta Gold with Ice Tanzania Almond ceramic wood with a wood finish, both from Porcelanosa. The bathtub is the Lounge model and the black radiator is from Square, all from Noken.

Below: the Noir Limestone coating with stone effect, is from Porcelanosa, and the tile installation with bonding and grouting materials by Butech. The suspended drawer is the Wave Oak Niebla model and the countertop above it the ONE mate, both from Krion.

Below, at right: the interiors' general flooring is PAR-KER® from Porcelanosa.



lush vegetation of private gardens, pine groves, and colorful bougainvilleas that seek natural light. Hence the large floor-to-ceiling windows, the light-colored, or white, furniture, and the absence of physical obstacles to the pool area.

The elegance of the interior and exterior design gains nuance, comfort, and functionality thanks to its projection with the qualities that **PORCELANOSA Group** offers. **Porcelanosa** floor and wall tiles with **Butech** installation materials, **Krion solid surface** furniture and countertops, which are complemented by **Noken** bathroom equipment. Solutions that enhance the villas' energy-efficiency. Everything is designed so that the union of the Mediterranean sun, dream beaches, and cozy rooms allow La Herradura residents the best living experience.

VICKY CHÁ interview



Searching for purity through rest

The aesthetics of this Chile-based Argentine designer are born of her unique view of light and the relationship between materials and the emotions generated by nature.

Text: PACO MARTÍNEZ



At left: XLIGHT stands out with its polished finish, its Lexington Colonial wood-effect striping, and the the Verbier collection's stone essence, all from Porcelanosa.

Next to these lines: in the bathroom, matte black pedestal sink from the Arquitect line and Round taps, both from Noken. On the wall, Spiga Noir Taupe tiles with carved stone effect by Porcelanosa.

Below: lighting highlights the Porcelanosa Image Dark tile texture.

Images: Benjamin Villela.

Pure interior design. This is how you yourself describe the concept that is palpable in your work. How do you define this purity?

I have a modern approach to looking at things. There are no rules. While design has a purpose, the important thing is to make works that are practical, simple, and functional, but, above all, to design rooms that emit a unique atmosphere, thanks to the selection of materials and aesthetic elements that will then give rise to functionality. In interior design, there can be purity as long as one is intuitive. It is when we realize that the elements' sensitivity, embraced by an optic of shy light and a vernacular architecture, conceptualizes the birth of a pure interior design.

The importance of nature as a source of inspiration is clear in her projects, with natural light a primordial element. As in her own home, north of the Santiago metropolitan area, with the Andes as a backdrop.

Light is the driving force behind every project. It must be clear and essential. Something similar happens in the backdrop, both in everyday objects and in the environment in which we live; then we can say that we have reached vital balance. The importance of light at different times of the day is fundamental to the connection with the landscape. The soil, for example, is different everywhere. We insist on pretending that everything we do seems to be dug in the ground, but the different places echo in our souls, and the experience of knowing assemblies,

finally, makes us look inward and rethink the dialogue regarding what is truly most essential.

In recent years, coinciding with a greater drive sustainability, do you think there has been a certain vindication of simple and natural materials?

Natural materials create a reality in which designer, craftsman, and customer feel welcome and embraced. For this new, more democratic life, only the practical and functional, with very few essential elements, provided solutions for families that sought to gain independence in the right space. Shortly after that, we understood that all needs could be compressed and that a home with a unique aesthetic could be seen without being overloaded. Synchrony can be found within two antagonistic elements: The old and the new, the traditionally masculine and the feminine, the crude and the refined... When this is executed successfully, a new, unique, and harmonious space can be achieved.

You have written that "in an increasingly fast-paced world, resting is a blessing." Do your designs seek to create an environment for those moments of reflection?

Developing a project as a whole is a continuous learning process. You have to test ideas collectively and see what works and what doesn't. That's why having a close relationship with my clients is imperative. I listen to what they envision and run it through my own filter, elevating it. When they return home, they want to a break from the day. We have to be inspired by what we see everyday and, to that end, rest is key.

"Developing a project as a whole involves continuous learning. You have to test ideas collectively and see what works and what doesn't."



How do you select materials and objects to define a home's essence? Is this process replicated when an office building or a beauty clinic is commissioned?

I like to talk things through, so the first thing I do is I brainstorm with my team in the studio. From there, my creative process is largely narrative-driven. The elements, which in principle have to fulfill a specific purpose of composing the environments, extend beyond the line of reason to become a pure expression of feelings, accompanied by images of light, music, and poetry. Whether I'm designing a house, a restaurant, or a clinic, I'm responding to the architecture, the landscape, and people's essential needs.

Do you prefer to design spaces separately, for the sake of greater functionality, or do you treat each project organically as a whole?

I like to take a more holistic look inside. I prefer to have organic works defined by something that speaks to the parts that comprise the greater whole. Design is about responding to needs and challenging spaces. The range is very wide and the choice of methodology depends purely and exclusively on your architecture. Its customization will be determined basically on the basis of the feasibility of a proposal that seeks to prevent a job from being invalidated by a lack of appropriate design. The overall view is always more accurate, but it also has to do with the resources, knowledge, and skills available.

What is your favorite space in a home? What is your favorite object?

I don't really have a favorite. The fact that someone feels something strong, intense, within a space that I have designed is gratifying. I often find objects in the most unexpected places. Just as creations can come out of conversations

About these lines: this single-family house uses the large format XLIGHT Bottega from Porcelanosa in both the flooring (at left) and in the cladding of different spaces of the project (at right). Decorative panel Fitwall® Rolling White Sand decorative panel by Krion® creates a unique texture that invite touch.
Images: Area Design.

On the next page. Above: the waiting room flooring in the San Damián clinic in Santiago de Chile is lined with Verbier Sand from Porcelanosa. The large format XLIGHT Calacatta Gold Polished is combined with the Oak Wood Striplining and partitions.

At right: at the reception, solid counter of Calacatta Gold Polished 01 SR, Verbier Sand L flooring, and, on the walls, Fitwall® Arco White Sand panels by Krion. The light profiles are Pro-skirting Led Black, by Butech.
Images: Estudio Palma.



with my collaborators, whether they are my clients or an artist or designer we meet with to make ideas reality.... But natural stone is my best kept secret in every house.

What do you think of the possibilities offered by the PORCELANOSA Group firms' materials, which are front and center in several of your projects?

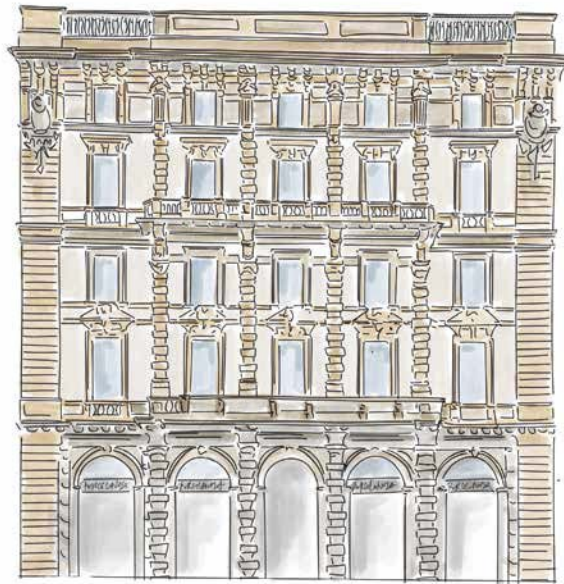
I am passionate about my work. That's why I research trending innovation for my projects. And the **Porcelanosa** materials have a *seasoning* in their form that promotes soul, balance, and personality in the environment. This is something that it, as a company, has managed to reflect in its products.

Coming from your native Argentina, you settled in Chile more than 10 years ago. How did you start in this profession?

I carry the indigenous, earthy, blood, which finds joy in observing and developing a creative project in any place of belonging that affords us the opportunity to create. I started in the world of decoration, with furniture brands and objects. Those beginnings accentuated my profile as a designer, increasing my interest in art, architecture, and light.

Finally, what inspires you the most in your daily life?

Intuition, diversity, a free spirit, and animals.



agenda

Milan, Italian elegance

Since 1982, **PORCELANOSA Group** has taken center stage in cosmopolitan life in the world's design capital. A city that defines Italian elegance and through which we travel, in this piece, to discover some of the places that give it its strong and sophisticated personality.

Images: VINCENZO TAMBASCO / SIMONA ALAMPI / GETTY IMAGES Drawings: CLAUDIA R.C.



1 Porcelanosa Flagship Store

Since its inauguration in September 2021, which coincided with the Fuorisalone celebrations in Milan, its 600 m² of floor space spread over two floors has become, in its dual capacity as a *showroom* and *coworking* space, a meeting point for professionals in the sector. It is strategically located in front of Parco Sempione and Castello Sforzesco, a 10-minute walk from Milano Cadorna station, from whence the Malpensa Express leaves. Its interior is designed to facilitate the work of architects, designers, and interior

designers who, thanks to pioneering solutions such as the Ceramoteca, can come into direct contact with all the latest materials, products, and technology from the **PORCELANOSA Group** companies. It also hosts workshops, exhibitions, and master classes as part of its programming, such as the aforementioned Fuorisalone or the Milan Design Week. Piazza Castello, 19. <https://www.porcelanosa.com/tienda-porcelanosa-milano-1636/>

2 Il Salumaio di Montenapoleone

Eating at the Salumaio of Montenapoleone is a gastronomic, sensory, and, above all, social experience. Housed in a beautiful Renaissance palazzo, Palazzo Bagatti Valsecchi, Il Salumaio has one of the finest stone courtyards in Milan, with exceptional architecture and design by architect Patrizia Quartero. And it has an ultra-chic and always —always— elegant and *trendy* clientele in the manner required by a city like Milan, which avoids excesses and noise. History accompanies the dishes: it has been in the same Milanese family since 1957. What do you eat? Mainly delicious, Italian Mediterranean recipes. There is also a bistro café. Via Santo Spirito, 10 - Via Gesù, 5. <https://info@ilsalumaiodimontenapoleone.it>



4 Bar Luce

Designed by filmmaker Wes Anderson, Bar Luce offers the impressive experience of having breakfast inside one of his films thanks to a very careful scenography. The bar-café is located at the headquarters of the Prada Foundation, located in a former distillery that dates back to 1910. The director has created an exuberant atmosphere: old wall clocks, two *pinball machines*, and a *jukebox* with the songs of 200 Italian singers. The space is topped off with ceiling and wall decorations that replicate the architecture of the Galleria Vittorio Emanuele II. It offers a wide range of cafeteria service throughout the day: breakfast, snacks, and quick lunch or dinner. Largo Isarco, 2. <https://www.fondazioneprada.org/barluce-en/?lang=en>

3 Palazzo Orsini

The historic Maison Armani headquarters opens its doors to the public during major events in the city. At that time, visitors can stroll through the rooms of one of the most prestigious noble residences in the city. These lucky individuals can admire the beautifully crafted furniture in the frescoed rooms on the main floor, where Giorgio Armani Privé's haute couture atelier is located. Outside, the Armani/Casa *outdoor* collection, while the interiors feature rugs and textile accessories, Murano glass vases, and the house's other signature pieces, characterized by maximum elegance. Via Borgonuovo, 11.



5 Palazzo Litta

The building, impressive for its great artistic value, is the expression of the connection between Milanese culture and the French and English Enlightenment. Greed and fantasy meet elegance in a building where baroque blends with rococo. Today it houses the Teatro Litta, the oldest theater in the city, where tourists and Milanese residents can enjoy unique shows in a setting that takes them back to golden years. Corso Magenta, 24.

6 Aimo and Nadia

Bistro born from the meeting between Il Luogo Aimo e Nadia, a standard for Italian cuisine for over 50 years, and Rossana Orlandi, one of the city's most avant-garde design gallerists. A unique space in which the personalities of Stefania Moroni, Alessandro Negrini, Fabio Pisani, and Rossana Orlandi are synergistically intertwined. Together, they create a place that blends the refinement of interior design with the pleasures of culinary art *made in Italy*.



agendamilan

The atmosphere is intimate and cozy, a lively meeting place where high quality Italian raw materials and the passion for cooking of chef Sabrina Macri come together to create sensory emotions where tradition and innovation go hand in hand.

Via Matteo Bandello, 14.

<https://www.aimoenadia.com/bistro-aimo-e-nadia/>

7 Camparino in Galleria

An absolute must for an aperitif, as this is where Campari was invented at the end of the 19th century. The Camparino bar, with its impressive Liberty furniture, is in the historic and world-famous Galleria Vittorio Emanuele II. Opened by Davide Campari in 1915, the bar quickly became the center of the Milanese aperitif, attracting intellectuals and celebrities who debated current affairs over a Campari.

Piazza del Duomo, 21.

<https://www.camparino.com/>

8 Fondazione Prada

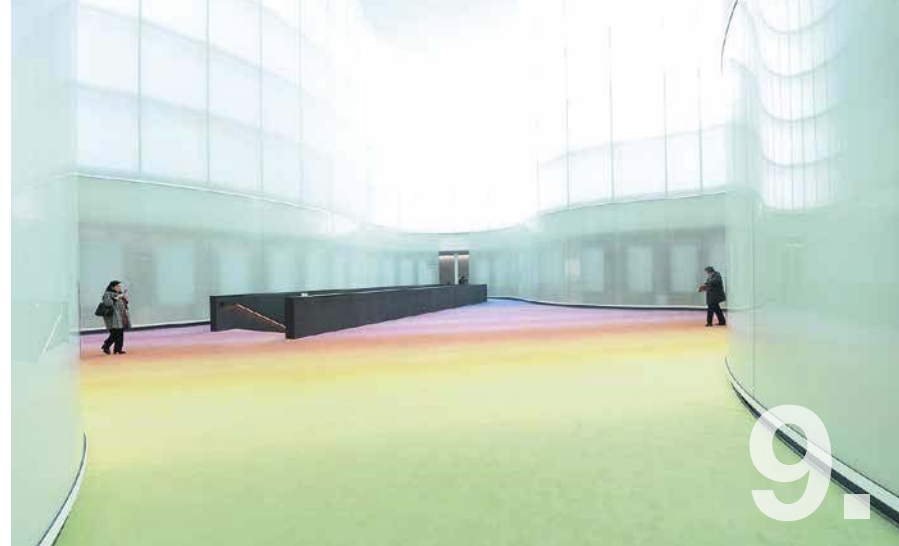
We, of course, must also visit this architectural jewel of Milan, created by Miuccia Prada and Patrizio Bertelli. It is a 19,000 m² art complex full of art, culture, and talent located in a former distillery that has been restored as a museum by Dutch architect Rem Koolhaas of the OMA studio. The site combines seven pre-existing buildings with three new structures (Podium, Cinema, and Tower), where exhibitions and cultural activities on art, architecture, film, and philosophy are presented. Largo Isarco, 2.

<https://www.fondazioneprada.org/>

9 MUDEC

It is one of the city's most fascinating museums. The first thing that catches the eye is its impressive architecture, the work of British architect David Chipperfield.

It is a multidisciplinary center that houses a rich ethno-anthropological heritage consisting of more than 7,000 works of art, utilitarian objects, textiles, and musical instruments from all continents. It is also



a splendid auditorium dedicated to the performing and visual arts. As if all this were not enough, the elegant restaurant of the chef with the most Michelin stars in Italy, Enrico Bartolini, is located on the third floor. What better plan than to end a visit to the museum than with a good three-star dinner?

Via Tortona, 56.

<https://www.mudec.it/>

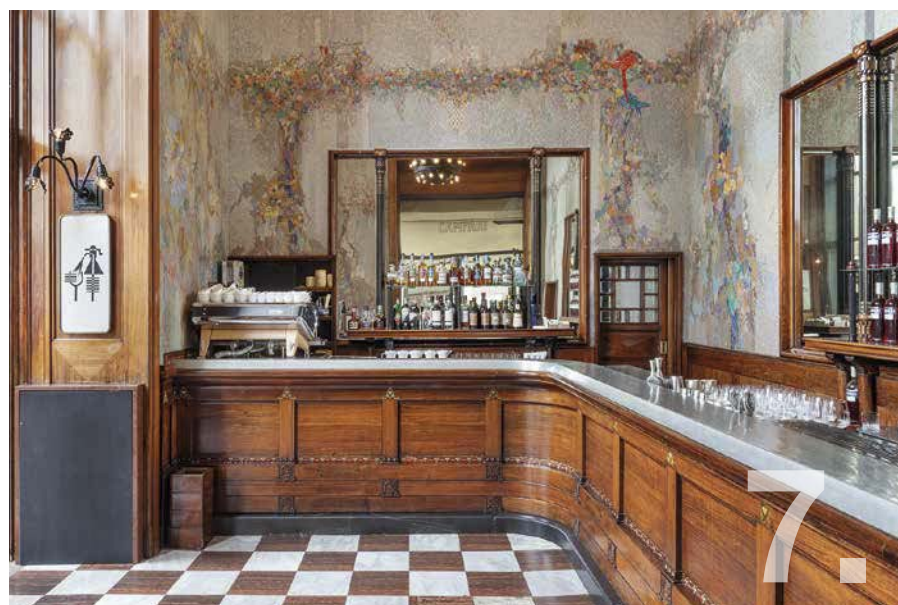
10 Corso Como

Always on any list of top places to visit in Milan. More than 30 years ago, former fashion director Carla Sozzani opened her eponymous gallery in an industrial building located in the backyard of a Milanese palazzo. Now, the 10 Corso Como concept store is a network of exclusive fashion stores, galleries, terraces, cafes, restaurants, bookstores, and even hotel rooms. An all-in-one. Today, this must of the città is more alive than ever. Corso Como, 10.

<https://10corsocomo.com/>

11 Navigli: Milanese Venice

Navigli is the canal district, Milan's most alternative neighborhood. At the end of the 12th century, a network of canals was built, accessible by boat, to transport the stones used to build the city's cathedral. Of all this work, only two canals remain today: Naviglio Grande and Naviglio Pavese. The latter is the meeting point for the younger crowd and underground, while a more mature and sophisticated atmosphere reigns in Naviglio Grande. Terrace; antique fairs, such as the Mercatone dell'Antiquariato, held on the last Sunday of each month; restaurants for all tastes; and even boats on which you can get drinks after dark in the middle of the canal. It is also nice to stroll around the stores in Viale Papiniano or in Alzaia Naviglio Grande itself, where you will find different bookstores such as Libraccio or Il Discomane, a vinyl collector's paradise that opened in 1978, and unusual places like the Sacrestia Farmacia Alcolica, where diverse cocktails are served in velvet armchairs, paintings with gilded frames, and crystal chandeliers.



12 Brera Design District and Caffè Fernanda

The Brera district is currently the city's trendiest district. Art and design galleries, cafés, restaurants, and stores showcase Milan's thriving authority on the creative avant-garde. The Caffè Fernanda is located in the former main entrance of the Pinacoteca di Brera and is a tribute to Fernanda Wittgens, who was museum director and responsible for the building's reconstruction after World War II. If you'd like to have a nice lunch in the company of Bertel Thorvaldsen's *The three graces* or a bust of Fernanda Wittgens, this is the perfect place. The café, characterized by its pink, blue, and mustard colors, has 32 seats inside and 40 seats in the splendid outdoor gallery.

Via Brera, 28.

<http://www.caffefernanda.com/en/>

13 Bosco Verticale

A hub of architecture and sustainability, there is nothing better than a walk through this complex formed by two skyscrapers covered with vegetation that have changed the Milan skyline. Designed by the prestigious Boeri Studio, the two adjacent buildings create a



monumental vertical garden that serves as a lung in the heart of the city. It is located in the Isola neighborhood, 2.5 kilometers north of Piazza del Duomo, in the Centro Direzionale di Milano, the financial area. The two towers have a total of 800 trees of various species, 4,500 shrubs, and 15,000 flowering plants. A commitment to biodiversity.

Via Gaetano de Castilla, 11 and Via Federico Confalonieri, 6.

14 The Quadrilatero d'Oro

This imaginary square that is formed between Via Montenapoleone, Via Alessandro Manzoni, Via della Spiga, and Via Sant'Andrea, brings together the fashion capital's most sophisticated and expensive fashion stores: Bvlgari, Louis Vuitton, Dolce&Gabbana, Prada, Fendi, Dior, Versace, Balenciaga, Montblanc, Rolex, Falconeri, Ermenegildo Zegna, etc. A nice shopping day can be accompanied by an aperitif, lunch, or dinner at The Bar at Ralph Lauren (on Via della Spiga) or Paper moon Giardino (on Via Bagutta, just around the corner from Via Montenapoleone), with a secret garden that will delight any visitor.

15 Martini Bar by Dolce&Gabbana

The place to see and be seen. A trendy place to enjoy classic or innovative cocktails and the most authentic Sicilian cuisine. The space's decor transports you to the exuberant universe of Dolce&Gabbana, with black marble bars, leather sofas, glass-covered walls, and Martini red decorations, creating the perfect atmosphere for a clientele that appreciates luxury without hesitation. Corso Venezia, 15.

<https://world.dolcegabbana.com/martini/>

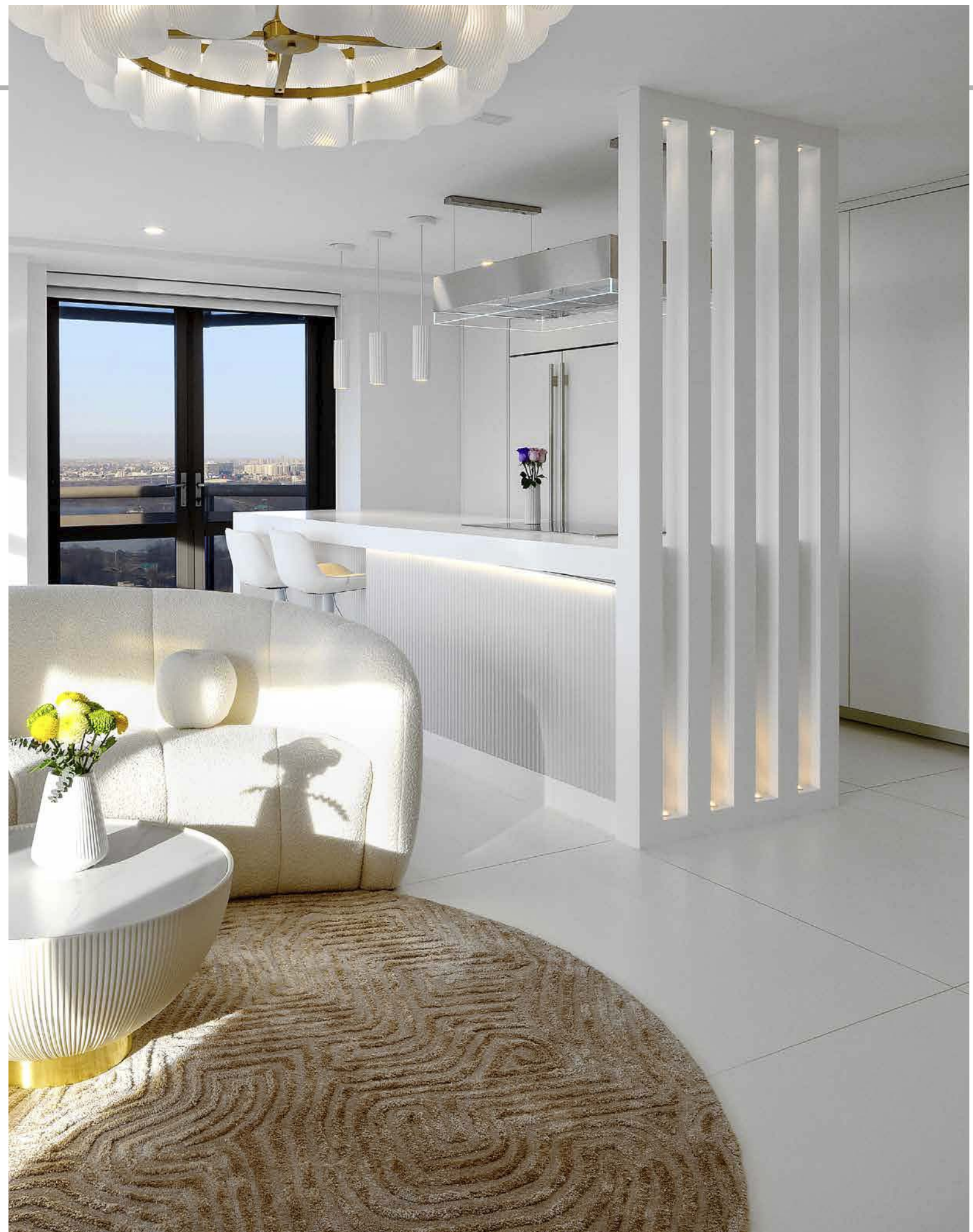




Blank studies

In addressing the owners' requirements, a key issue was how to take advantage of the exceptional natural light offered by the location of this exclusive 27-story, 200-plus luxury studio condominium in a prime area of Queens, 20 minutes from Manhattan and JFK Airport. For this, the interior design studio M Design Studio decided to be faithful to one of its premises: "Minimal design for maximum impact". This impact is seen in the bright, intense light reflected in the interior, with stark white walls and floors and almost no physical or visual obstructions.

Unity is achieved through the use of large format porcelain tiles throughout the house **Moon White Nature** from **Porcelanosa** which provides homogeneity and purity. Two types of **Krion**® material, which is warm to the touch, easy to maintain, resistant, almost non-porous, and bacteriostatic, are used in the coatings. Thus, the white is transformed into an experience of living the house and the populous city at its feet, offering the owners a space of tranquility and comfort with the Manhattan skyline as a backdrop.

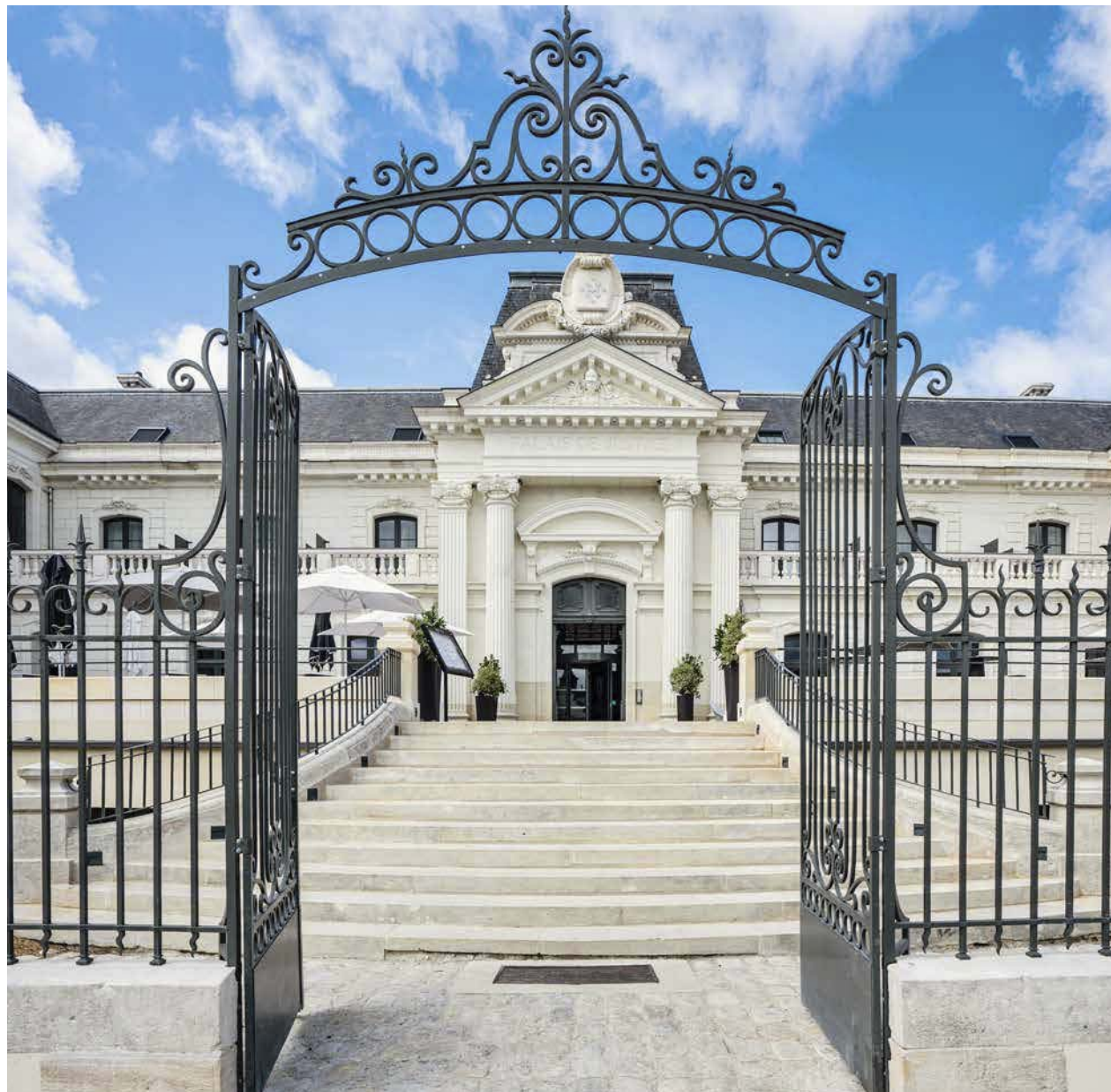


In the living room, large-format, solid surface **Krion® K-Life 1100** pieces were used for the cladding, **Krion® Lux 6902 Light Grey** in contrast areas (the illuminated area where the TV is mounted), and **Moon White Nature** flooring tile from **Porcelanosa**. The kitchen is designed to promote continuity with the rest of the interior design. The countertop and the vertical bar structure that demarcate the space are made from **Krion® K-Life 1100**, the side embellishments in the form of vertical lists are made from **Krion® Lux 6902 Light Grey**, and the flooring is **Porcelanosa Moon White Nature**.

A chateau in Loira's native land

Built in the neoclassical style between 1859 and 1866 by architects Gustave Guérin and Ferdinand Collet, the former Loches city courthouse is one of the best examples of civil architecture of the Second Empire. When it closed its doors in 1989, a new use was sought until an ambitious project was launched to convert it into a 4-star hotel, the Hôtel de la Cité Royale.

After a profound transformation, guests can now enjoy a beautiful palace, which features a delightful outdoor terrace. In the interior, with the ample presence of products from **PORCELANOSA Group** companies, every detail lends a romantic flare, both in the decorations and in the different services it offers: Indoor swimming pool with hydromassage jets, *spa*, hamman turkish bath area, and a first-class restaurant. It is therefore the perfect place for a weekend getaway or to discover this land of palatial castles, such as the Château de Chenonceau or the Château de Montpoupon, two architectural marvels among the most admired in France.



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Images: Cecile Langlois / 2pixelsphotos.

1 and 2. Exterior view of the hotel. The terrace is lined with 20 mm thick **Bottega Steel** flooring and with a non-slip finish by **Butech**.
3. On the shower walls and floor, **Oxford Natural PAR-KER®** from **Porcelanosa**. The chrome shower column is **Tec Square** by **Noken**. In the sink and faucet area, by **Noken**, **China White** cladding from **Porcelanosa**.
4. In the shower area, chrome-plated thermostatic shower column **Tec Square** from **Noken**, **Old Natural Avenue Black Nature** ceramic tile and flooring by **Porcelanosa**. **Imagine** single-lever chrome mixer and washbasin by **Noken**.



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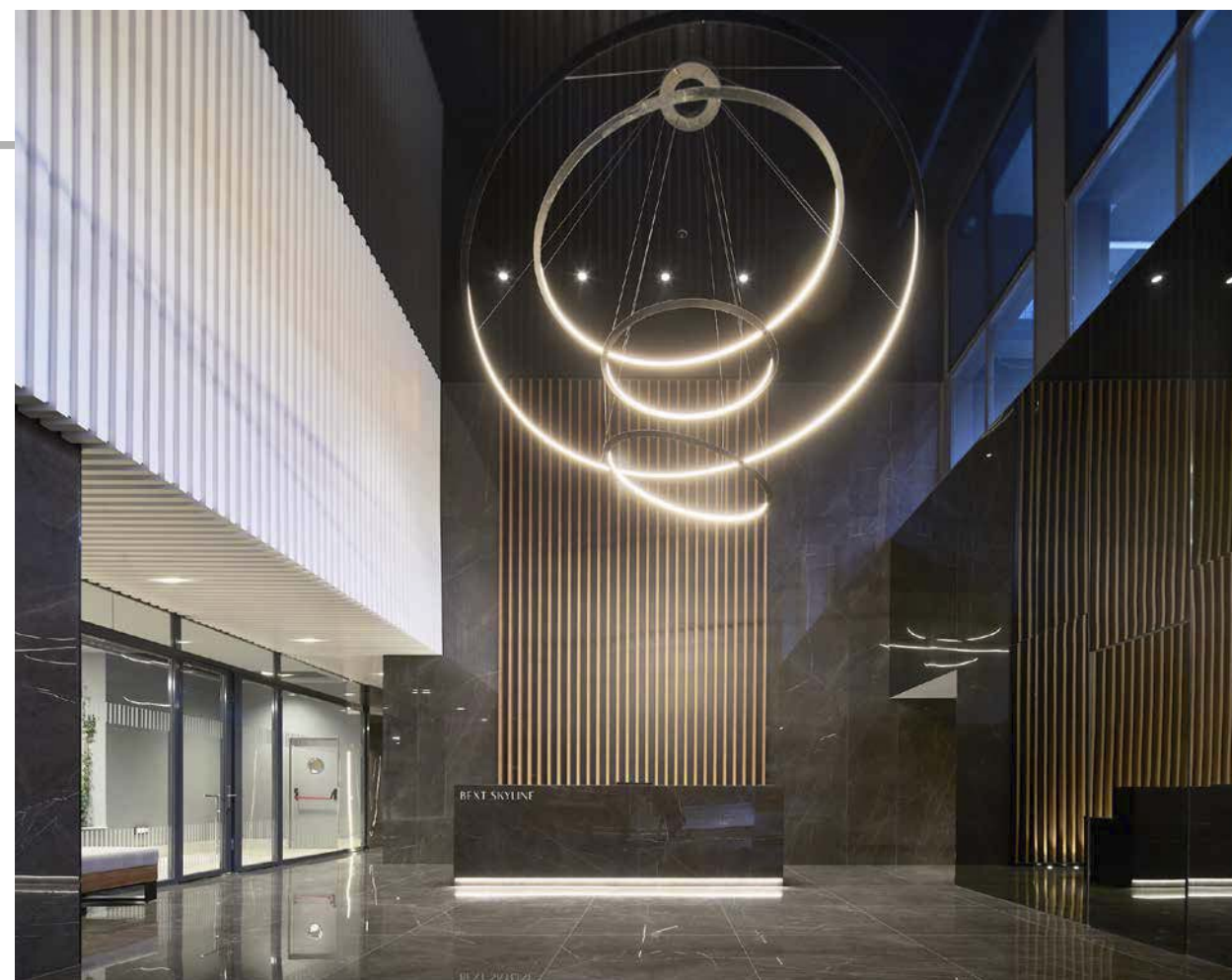


Architecture with its own value

Functionality is one of the main premises of architecture, which must serve its end users. This willingness to serve sometimes becomes a landmark that helps create a new urban reality. This is the case of the Skyline Towers, a residential complex with 603 homes designed by Touza Arquitectos that is part of the special plan to revitalize the Tetuán area, looking towards the Madrid's booming, developing Nuevo Norte.

Recognized in the 2023 Porcelanosa Awards in the Design of the Year category, the complex consists of two almost identical towers with a characteristic profile defined by the contrast between the façade's dark color and the balconies' light color. Inside, its modular layout allows different housing typologies (ranging from one to three bedrooms) to coexist. They have kitchens equipped with state-of-the-art appliances, designer furniture, and bathrooms full of details, in which the cutting-edge

porcelain tiles by **PORCELANOSA Group** are used. The homes face outwards and have glazing that allows for high energy efficiency, as the towers are also benchmarks in terms of sustainability. In addition, in each tower there are two swimming pools, garden areas, shaded porches that promote contact between neighbors, an urban garden, *coworking areas*... These solutions are designed to enhance the well-being of the residents, who enjoy this ambitious project.



At left and above: the entrance hall to the towers is notable for its spaciousness and elegance. The large format **XLIGHT** porcelain tile with a polished finish by Porcelanosa unifies the spaces and provides a sublime character with the aesthetics of the most elegant marble. The counter is integrated into the visual aspect of the main entrance through the transformation of **XTONE Liem Dark**. *Next to these lines at right:* **Slender** white washbasin with thin rounded edges, chrome-plated, single-lever mixer from the **Hotels** series, and **Acore Basic** bathtub in glossy white, all from **Noken**; and anti-slip, wood-effect **PAR-KER** flooring from **Porcelanosa**. *To the side:* the set of two polished-edge mirrors, by **Noken** is fixed on the **Bremen Natural Oak** decorative faux wood cladding from **Porcelanosa**.





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Images: Jie Yang Jie

Harmony in service of spaces

The city-prefecture of Shaoxing, south of Shanghai, is part of one of the areas with the greatest economic potential in China. It has become a talent magnet, including in the fields of architecture and construction. Tiansheng Group is one of the main real estate developers in the area, specializing in commercial and residential buildings, in which it regularly uses products from **PORCELANOSA Group** companies.

In this case, we are discussing a complex in which in particular the integration between design and the products used has been prioritized. For example, when planning the restaurant area, the interior designers took into account the material, color, and texture of the ceramics to be used, which had to blend harmoniously with the furniture and lighting fixtures. An integration that was extended to the other areas, where the combination of porcelain tiles in limestone and stone tones with delicate textures contributed to an elegant finish. In other areas, such as the gym locker room, cladding was chosen that provides the warmth and feel of wood to offer users a comfortable and natural space.



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1. The pavement in the common areas is **Prada Caliza** porcelain tile from **Porcelanosa**, which brings warmth to the environment.
2. In the bathrooms, the continuity of the pavement is combined with the **Mosaico Prada Caliza** shower cladding. The wall cladding is **Prada Caliza**. All, by **Porcelanosa**.
3. **XTONE** cladding that conveys the essence of the most sober and elegant wood. **Linz Topo** floor tiles from **Porcelanosa**, with a texture that mimics fabric's weft and warp in porcelain.
4. On the gymnasium locker room walls, **Bremen Natural PAR-KER®** cladding from **Porcelanosa**. Its wood-finish effect accentuates the feeling of comfort. The cement-effect flooring is **Bottega White** from **Porcelanosa**.
5. The restaurant, designed with **Bottega Caliza** from **Porcelanosa**, is integrated into the overall interior design.
6. In the pool, **Bottega White** with anti-slip finish, by **Porcelanosa**.

FUORISALONE MILANO Homage to craftsmanship and natural materials

The Milan Design Week once again became the unmissable stage from which to learn about the latest trends in architecture, design, and interior design.

An appointment in which the **PORCELANOSA** showroom in the Brera district was transformed into an art gallery around the EarthCrafted Designs concept, a intriguing initiative organized in collaboration with the Sociedad de Artesanía Contemporánea de España [Society of Contemporary Crafts of Spain] (SACo by the Spanish acronym).

Aiming to discover the beauty of natural materials, **Porcelanosa's** showcases in Piazza Castello allowed visitors to admire the creativity and ingenuity of 24 renowned contemporary artists. A curated location in which the artwork "dialogued" with the most innovative **Krion** materials. Large nature-inspired surfaces by **Fitwall®** and **Alluslate®** provided a beautiful canvas for unique pieces, made with natural fibers, fabric, glass, porcelain, or metal, which paid tribute to the diversity and creativity of Spanish craftsmanship and the richness of natural resources from the perspective of sustainability.



The windows of the Porcelanosa Milano showroom, converted into an art gallery with iconic pieces by Álvaro Catalán de Ocón or Mayice Studio. With **Undora® Travertine** trim by **Krion**, displayed by artisans Objet Particulier, Francesca Piñol, Aletheia, Mercedes Vicente, and Marta Moore. Pieces by Idoia Cuesta, Sagarmínaga Atelier, and Anna Champeney, with **Materica White Sand** trim made of **Alluslate®** material with **Krion** base. The handcrafted finish of the **Fitwall® Mattonella**, together with Vajillas de Ultramar, Henar Iglesias, Ábbatte, and José Luis Bazán's pieces. The **Rolling** decorative panel from the **Fitwall®** series relied on the work of Candela Cort, Iloema Editions, Federico Antelo, Cristina Vallejo, and LZP Lamps.



Go for everything, everything & everything

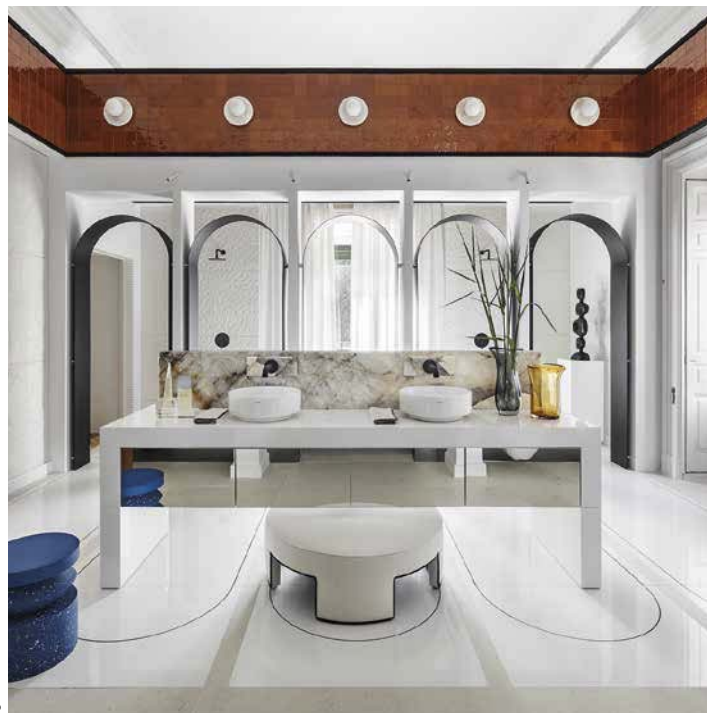
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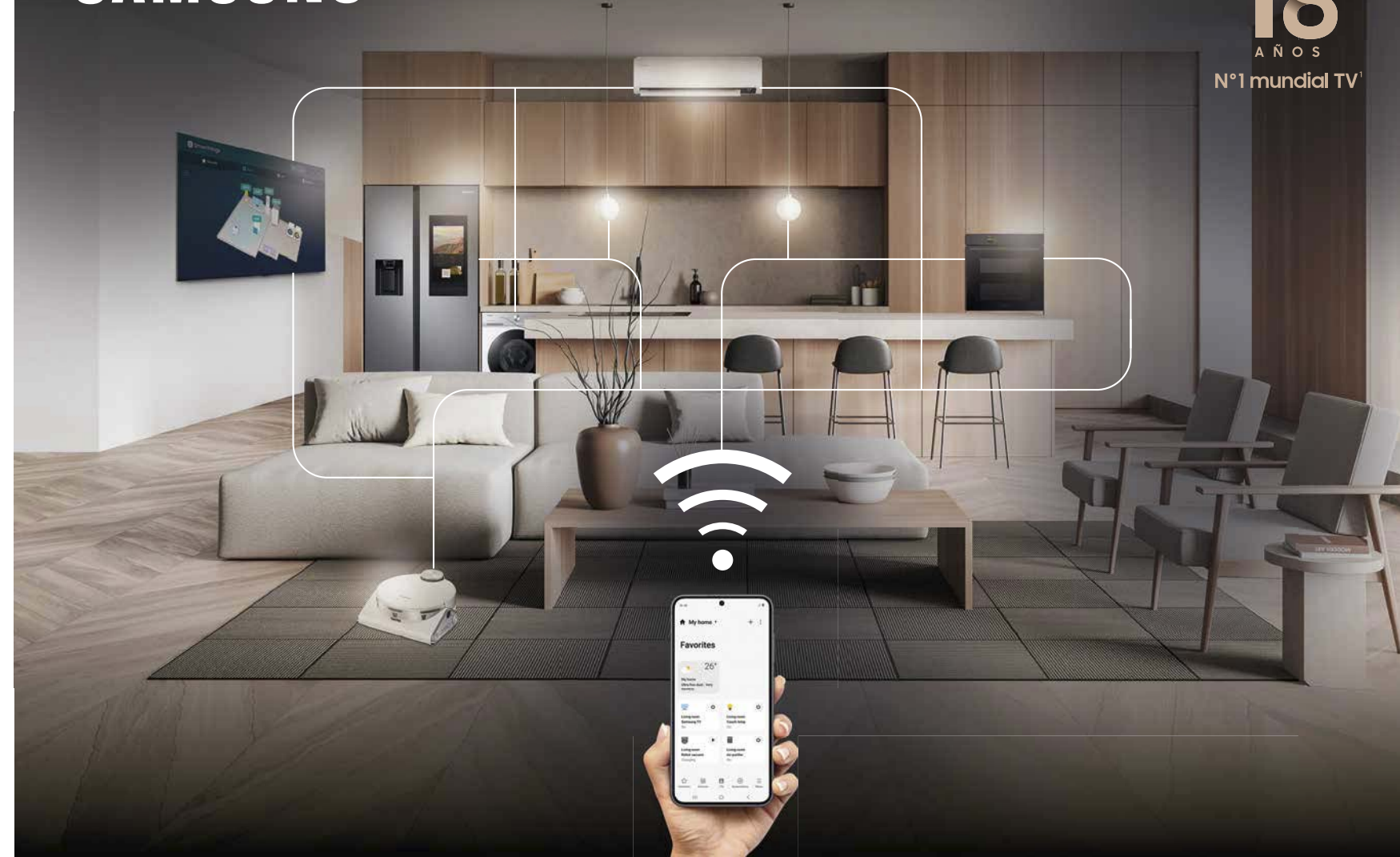
XTONE / CASA DECOR
Natural stone enters a new dimension

The 59th edition of Casa Decor presented, at the Palacio de la Trinidad in Madrid, the latest trends in architecture and interior design. For **PORCELANOSA Group** the star of the show was **XTONE**, a firm specializing in large format pieces with two product lines. In the **GEBERIT** space, together with Miguel Muñoz Estudio, Templo Shamash presented Daybreak, a tribute to Mesopotamia, the cradle of civilization. The space was divided by arches that sectioned off the bathroom area, which featured a cabinet with a double sink and a **Pangea** natural stone *backsplash* from **Altissima**. Villa Calma, a space designed by Studio MO for JYSK, transported us to the Mediterranean in spirit in a creation that simultaneously played with elements of Scandinavian design. A place full of sensations and aromas, with a special nod to **Rosso Magno** natural stone, also from **Altissima**.



1. The front of the living room in the Villa Calma space is covered with **Rosso Magno** from **Altissima**, which adds elegance with its marked, reddish veins. It is flanked by the **Taj Mahal** trim, which mimics natural quartzite, and **Ars Beige**, with its soft veining on ivory tones. **Neda** natural stone, reminiscent of oak trees thanks to its texture of knots and veins, shines in the open guardhouse, **Alpinus White**, and the furniture cladding in **Selvaggio Green** by **Altissima**, with its dark green background.

2. The **Pangea** coating by **Altissima** represents the union of quartz and feldspar and brings character and personality to the Shamash Temple space bathroom area: Daybreak, a tribute to Mesopotamia. The intense white ambience is the result of combining the **Moon White** and **Montreal White** finishes, the latter in beige tones. The arch pattern on the pavement is formed by a thin line of **Liem Dark**.



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Protected Home

SmartThings lets you control and monitor what's happening inside your home. See who is at the door and even open it from the sofa.



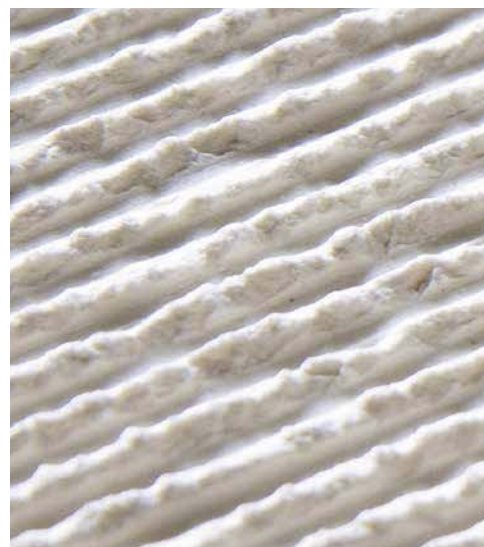
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