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

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

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

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

All of them work with Porcelanosa Group, who thus consolidates its ability to accept new challenges with the reliability and self-confidence of a leader.
BEVERLY HILLS PARTY Isabel Preysler and George Clooney share the spotlight at the opening of Porcelanosa’s newshop in Los Angeles.

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

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

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

NEWS ARCHITECTURE

NEWS INTERIOR DESIGN

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

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

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

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

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

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

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

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

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

PORCELANOSA IN THE WORLD

TALKING ABOUT... The Galaxy Soho, in Beijing (China), designed by Zaha Hadid.
The presentation – red carpet and all – of the new Porcelanosa shop in Beverly Hills took place in L.A’s most exclusive neighbourhood. The showroom, with a surface of 850 square metres, is located in a new building on Beverly Boulevard, in the district where the most exclusive interior design shops in the city are concentrated, in addition to many haute couture shops.

The launch was attended by actor George Clooney, top model Cindy Crawford and Isabel Preysler who was accompanied by her children Julio, Chábeli and Ana. An event that Porcelanosa Group took advantage of to show its commitment to solidarity and active collaboration by making an important contribution to the project led by George Clooney in the Sudan. The country’s areas of conflict are monitored via the Satellite Sentinel Project which ensures that the attacks and atrocities perpetrated there come to light for the authorities in charge of the protection of human rights (www.satsentinel.org) to intervene as quickly as possible. A reciprocal collaboration if we take into account that the actor’s regular involvement with Porcelanosa Group has been going strong for seven years already.

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

In the purest Hollywood style actor George Clooney (opposite), top model Cindy Crawford and Isabel Preysler (above) – accompanied by her children Julio, Chábeli and Ana (left below) – posed for Porcelanosa. On the occasion of the opening of the group’s new shop in the USA, Manuel Colónques posed for the photograph with the American actor.
Luxury guests were accompanied by representatives of the Spanish ceramics company like Silvestre Segarra and Manuel Colonques, for whom Isabel had words of praise for their entrepreneurial work and for putting the name of **Porcelanosa** ‘on such a high level in the international sphere’. In fact, the Group has been present in the United States since 1986 and today has 18 shops and five logistical centres, modern facilities with more than 300 professional employees. In addition, it is present in America through a network of over 600 authorised distributors. The firm is a benchmark in the country, with products valued for their high standards of quality, and it is a member of the American Institute of Architects, the American Society of Interior Designers and the US Green Building Council.

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

**Solidarity and collaboration**

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

**Family photo** George Clooney and Cindy Crawford posed next to Isabel and her children Julio, Chábeli and Ana. **Luxury guests** (left below) Vigen Amirian (Glendale Tile Company), Isabel Preysler, Todd Amirian (Glendale Tile Company), Aaron Henkle. And (right below) Stacy Keibler, Chábeli Preysler, Julio Iglesias, Jr., Ana Boyer, Isabel Preysler, George Clooney, Silvestre Segarra, Manuel Colonques, Cindy Crawford, Rande Gerbe.
The 6th edition of the Porcelanosa Awards is already looking ahead to next May 30th when one of the most important prizes in the sector will be given. Registration began last 22nd November, and this firm from Castellón hopes to have the same success as last year with over 250 entries. The registration deadline is next 8th April, and comprises its two usual categories:

- Executed Projects; which gives awards for the best work done between January 2011 and February 2013 with materials from any of Porcelanosa Group’s firms.
- Projects for the Future; which outlines an interior architecture problem in the design of a restaurant and its different spaces. This category is divided into two subcategories: students and professionals.

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

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

At the official event of the opening of the new Porcelanosa shop in the Infinity Tower, an imposing skyscraper in the financial and shopping centre of the city of Manila, Isabel was surrounded by her family and friends, and by the Directors of the Spanish company – with this opening, they expand their presence in Asia where they already have shops in 30 countries. Porcelanosa’s new showroom is in a modern location in the Fort Bonifacio area, a very frequented district in the city of Manila that in recent years has experienced an extraordinary retail boom. It comprises around 1,000 square metres showcasing the firm’s most exclusive creations in ceramic, stone and wood flooring and cladding, and kitchen and bathroom fittings.

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

Isabel (above right) was a perfect hostess at the event, and was accompanied by Jaime Zobel de Ayala, Honorary President of the Ayala Corporation, and his wife Beatriz Miranda Barcon Zobel de Ayala (far right).
With a new shop in Panama City, Porcelanosa Group continues its commercial expansion in Latin America. The new showroom, which opened last summer, is located in the modern PH Oceania Business Plaza Torre 1000 building in Pacific Point, one of the most popular areas in the Panamanian capital.

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

PH Oceania Business Plaza Torre 1000 in Pacific Point, a building with a contemporary design located in one of the most popular areas of the Panamanian capital, was the place chosen by the company to install its new headquarters and where the group’s brands are already exhibiting their products. A 700 square metre point of sale that also has an area devoted to professionals.
The Foster & Partners architecture studio has undertaken the redesign of Porcelanosa Group’s flagship headquarters in New York.

Ever since the Hong Kong & Shanghai Bank building – the skyscraper that launched him to fame – his projects span the entire world (in over 20 countries) and are built with masterstrokes, no ornamentation and high-tech materials. “The projects of which I am fondest are those on which I am working at each particular moment,” he says. The new Porcelanosa Group’s American headquarters, on six floors and measuring 2,000 square metres, in front of the iconic Flatiron Building, will be an ecological, flexible and innovative structure. The project, by Foster & Partners, will preserve the neoclassical original façade which is on the Listed Buildings Register of New York City, and will be gutted in order to create a dramatic and dynamic layout.
Porcelanosa’s headquarters? In the same way that many other New York buildings from the same period, the old Commodore Criterion has a repeated stack of identical floors, up to six – which is not the ideal layout for a showroom. Our main challenge was to work within the structure of this listed building and to alter its interior. The design will create new visual connections between the layers that form the floors and also a great variety of spaces, with a succession of dramatically interconnected levels.

Is it related in some way to any of your previous projects – for instance, the interior of the new Porcelanosa headquarters in New York (opposite) will be laid out in spaces and on different levels interconnected in such a way that a visual link among them is achieved. The different heights will be visible through the conserved terracotta façade.

The project includes an events area on the ground floor, while another one with a more public function will be on the top of the building with views of Madison Square Park and the Flatiron Building (left). Foster and Partners will conserve the neoclassical proportions of this listed building dating from 1919 (below), but they will drastically alter its interior with an innovative design of different heights – ideal to showcase the products of Porcelanosa Group’s eight brands.

“The projects of which I am fondest are those that I am working on at each particular moment. All pose demanding challenges and also opportunities for innovation.”
Our designs for the Asprey boutiques in New York and London integrated a contemporary interior within an existing building. The shop windows reflect both the Asprey brand and its location on Bond Street and Fifth Avenue. It is an interesting reference, but each job is special for its location and purpose. In this sense, Porcelanosa is nothing like those projects.

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

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

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

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

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

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“I know Porcelanosa from several former projects in Spain, but executing this project has given us an in-depth knowledge of the company, its brands, materials and products.”
international. Our studios guarantee that we can be working on each project ‘on site’, no matter where it is.

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

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

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

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

THE GLOBAL ARCHITECT

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

Some of his most representative works:

2. Swiss Re HQ, 30 St Mary Axe, London, United Kingdom, 1997-2004 (Photo: Nigel Young / Foster + Partners).
3. Porta Heres of Vinos Faustino, Spain, 2003-2007 (Photo: All rights reserved).
4. Beijing Airport, Beijing, China, 2003-2008 (Photo: Nigel Young / Foster + Partners).
The pleasure of eating in a park

The Al Punto restaurant is located in an exceptional area of Madrid, the Conde de Orgaz Park, where houses are hidden among the foliage. The venue could therefore not be designed otherwise and architect Mariano Martín always kept in mind the idea of “eating in a park”. The project does away with barriers between the inside and outside, closing itself off to noise and opening onto the garden. The space is dominated by a bar made of Krion®, a resilient and flexible material from the Porcelanosa Group. Black was chosen as backdrop, and the interior design is a journey through all the five senses, as explained by the architect: “Smell by the garden, sight by the wicker turned into gold by the light, touch by everything which is within reach and, finally, the most important for a restaurant: taste. And of course, hearing for good conversation...”

ART UNDER YOUR FEET

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

Beyond pure construction

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

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

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

VENIS, THE STAR AT CASACOR CHILE

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

Finding the functionality of a space and its bonds with its inhabitants within a given aesthetic-cultural context with a future “interior design” in mind.
Taking the ancient Chinese philosopher Lao-Tse’s quote as a reference, “Architecture is not ceilings or walls, but the air inside them”, my job consists of making that air the most breathable possible.
I undertake each project with that premise, trying not to fall into decorative visual traps: fashions, trends… polluting particles that lessen the credibility of the product. Providing personal experiences, searching for coherence in the treatment of spaces, a thorough study of the smallest details… all this is essential: a visual approach, a spatial consciousness (Oteiza).
And after four decades working in different areas (industry, engineering, journalism and publishing …), interior design is the realisation of an idea, being lucky enough to materialise all that has been experienced, to explore all areas of creativity. In short, it is the red cherry in a daiquiri.
A PERFECT HOUSE

‘Casa del Acantilado’ [House over a Cliff] is a project by architect Fran Silvestre in Altea, Alicante. A design determined by its natural surroundings, it has been brilliantly solved by the technical team of Fran Silvestre Arquitectos. The house looks as if it were suspended in the air, its silhouette overlooking the Mediterranean Sea. The Valencian architect, who undertakes each project as a new challenge to make the impossible possible, collaborates in his projects with Porcelanosa Group.
An abrupt plot with an 80-per cent slope was the first difficulty that the team of architects had to face. In addition, there was the initial requirement of designing a one-level dwelling. Constant discussion with the customer was necessary so that the house could faithfully reflect the personalities of those who were to live in it, becoming an unmistakable expression of their individuality. This discussion also included comfort and functionality. In short, a combination of all these elements brought about a unique project unlike any other, as is always the case with each of the projects tackled by this architecture studio. Lifestyle talked with Fran Silvestre, the designer of this house, with the aim of delving into his understanding of architecture. Among other questions, he told us about this specific project, his collaboration with international studios like Álvaro Siza’s, his views on single-family homes, and finally, he revealed to us what we can see if we visit the Wind-Power exhibition in which he is involved along with Ateliers Hofmann’s studio.

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

A defining element of our architecture is a certain attitude towards our projects. Our ability to study each of them, their schedule, analysing them to overcome this situation and be able to generate continuity: continuity with surroundings that we should respect, a spatial continuity, the use of just a few materials, the integration of all facilities, the lighting... And also, the search for continuity over time by applying the kind of architecture that withstands time while not becoming obsolete.

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

The spaces inside the house are ample and open. The play of light and shade confers a changing appearance to the facade and outside spaces. Floors and features by firms belonging to Porcelanosa Group, like White Thassos Polished Marble floor, by L’Antic Colonial, and bathroom units and taps by Noken were used. This collaboration was very productive in different ways, as explained by architect Fran Silvestre: "One was the help afforded by the technical team. All this joint work has been really useful, from the administrative design stage to the execution and work management. Thus, we had specialists for each area who sometimes seemed to be part of our own team. For the smooth and high quality execution of the work, collaboration among all the professionals from the various trades is vital and having a single brand that can be applied to all finishes is a great advantage for making the work process more flexible and for improving the final result."
pursues satisfaction, understood in its most complete sense: satisfaction of all who actively participate in its development. It is a search for comfort from a thermal, acoustic, even perceptive sense, trying to generate a beautiful atmosphere in which the owners are faithfully reflected.

What methodology does Fran Silvestre Arquitectos apply when collaborating with international architecture studios like Pritzker laureate Álvaro Siza?

our collaboration with Álvaro Siza was essential for the studio, for our understanding of architecture, and also to maintain a committed attitude to each project – our starting point was the artisanal care clearly visible in his entire work.

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

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

VITAL ARCHITECTURE

Architect Fran Silvestre founded Fran Silvestre Arquitectos in 2007. The studio is made up of a multidisciplinary group of architects who share the same projects. Fran Silvestre recognises that the project he feels most satisfied with is the human team of his own architecture studio. He combines work at his architecture studio with teaching. He currently works with the department of Projects of the Architecture School of Valencia – of which he used to be Deputy Director – and is the professor in charge of Final Projects of Architecture Degrees at Madrid’s European University. He comments: “I think that teaching architecture is a very important activity. Each student has an immense potential, and the main goal is to give them the foundations and support they need to be able to develop and focus it on their surrounding social contexts.” In the last year, he set up the Wind Power exhibition in collaboration with the Alfaro Hofmann Interior Architecture studio with which he often works. This show is the result of several years of joint research with the ITE (“Instituto Tecnológico de la Energía”, Technological Institute of Energy) and the UPV (Polytechnic University of Valencia). They are drawn to the development of this project by their concern for reducing impact on the landscape and integrating renewable energies into urban surroundings using architectural design.
Once again, Porcelanosa Group presented its new collections at the International Fair on Ceramics for Architecture and Bathroom Fittings (Cersaie). Held in the Italian city of Bologna, the 30th Cersaie edition overwhelmingly confirmed its worldwide profile – with over 100,000 visitors, of which 32% came from abroad – as well as its position as a benchmark world fair for the ceramic and bathroom sectors. With a total of 106,846 visitors (75,563 single visit visitors), the Group considers this fair to be one of the most essential for the sector and it therefore created a global space to present the latest innovations of its eight firms. The new ceramic floors and wall coverings by Porcelanosa, Venis and Urbatek, together with natural materials by L’Antic Colonial were integrated with kitchen and bathroom fittings by Noken, Gamadecor and Systempool. In addition, Butech’s technical solutions had a stand with a surface area of over 300 square metres (specifically separate to present its new products of installation materials and state-of-the-art building systems).

The next edition of Cersaie will be held in Bologna from the 24th to the 28th September 2013.
Porcelanosa took advantage of this Italian fair to present its new models of PAR-KER ceramic parquet, a great choice both for indoors and outdoors, and for private and public spaces. Thus, Top Britannia, Moon Britannia, Ash Britannia and Wales Britannia, just like the different products of the Moy series (Mocha, Anthracite and Grey), make a powerful statement and boast similar or better qualities than real wood, since PAR-KER requires no maintenance, is not damaged or worn over time, has long-lasting colour, is easy to clean, is not affected by temperature changes, is non-slip and does not absorb liquids. In addition, its great durability makes it perfect for underfloor heating installations.

The Britannia series comprises Top Britannia (opposite), Wales Britannia, Ash Britannia and Moon Britannia, all measuring 19.3 × 120 cm and 18 × 65.9 cm. The Moy series comprises Mocha (left), Anthracite and Grey (measuring 14.3 × 90 cm). The image (above left) shows how PAR-KER blends perfectly with the wall, creating visual unity between floor and wall covering. In addition, its wood-like look indoors, the sense of warmth and comfort of wood plus all the advantages of ceramic parquet. The ceramic pieces at the top of the page (clockwise) are Top Britannia (19.3 × 120 cm), Mocha Moy (14.3 × 90 cm) and Grey Moy (14.3 × 90 cm).
Noken presents MOOD, a new bathroom concept comprised of two broad product ranges, a bathroom fittings line and a brassware line. The bathroom fittings line, designed by Rogers Stirk Harbour + Partners and Luis Vidal + Architects, seamlessly combines the world of ceramics with accessories – thus making it modular and extendable, as well as versatile and functional. MOOD has four basic colour finishes for Krion® elements: Snow White, Yellow, Strawberry and Navy Blue, but customers can choose from a wide range of special colours. The MOOD line of taps, designed by Luis Vidal + Architects, ensures responsible use of water and has a highly user-friendly electronic range as well as a mechanical range for a more traditional public.

One of the main innovations of Butech at this year’s fair has been its linear floor drain system. An aesthetically beautiful solution that allows for floor level shower trays to have the same flooring as the rest of the bathroom. It is a new stainless-steel range of linear floor drain systems comprising of a single waterproof layer compatible with the installation of ceramic tile and a U-band drain. Butech also showed its most exclusive range of decorative edges: the Elegance Collection (available in quality chrome or 24-carat gold set with Swarovski crystals). An elegantly beautiful solution of decorative metallic lines for joins between different materials and to finish off tops or wall corner edges.

Easy-to-use and intuitive: respect for the environment and user friendliness were major goals when developing the MOOD bathroom brassware collection. Noken took into account users’ experiences to ensure it is intuitive and easily adaptable to life’s daily needs. The digital technology guarantees perfect control and ensures optimal use of water. With these ideas in mind, Luis Vidal + Architects developed the entire line of taps: the electronic version allows for customised use for the user to adjust operation, flow and temperature. A mechanical version offers the same futuristic and elegant design adapted to a more conservative public.
W ith Gamadecor, geometric lines return to bathroom fittings. Starting from the purity of square and rectangular forms, its new collection Next proposes a series of modules that form repeated and diverse compositions, and are all very functional. The Next collection is an open and flexible programme that allows for limitless combinations. Gamadecor also presented a new kitchen model, G690 Vintage Coconut Oak / Krion®, in which the central island – done in Krion® – is centre-stage again and whose doors, concealing electric appliances, are in harmony with state-of-the-art interior design.

Natural stone was the inspiration for Florencia – a soft-textured ceramic wall cladding with an effect as fine and elegant as the real product itself. Emulating artisanal carved bas-relief stone surfaces, its delicate floral motifs imbue the interior design of any space with great character. Florencia, by Venis is a ceramic product exclusively for walls and measures 33.3 × 100 cm. It is available in three colours: White, Beige and Natural. The Cascais and Madagascar porcelain stoneware collections, with the same stone effect, have a smooth texture more suitable for floors. Pieces measure 44 × 66 cm.
After the warm welcome that the Spirit collection, by L’Antic Colonial and A-cero received last year, both brands come together once again in the design of new elements to expand the series launched at the latest edition of the Bologna fair. One basin and one mirror, three models of furniture units and two options for wall tiles are the new designs that complete the collection which has architecture and a combination of straight and curved lines as its main elements. It also presented the Zen basin, which represents the essence of this firm as it brings together two natural materials and three further innovations for 2013: Kannada stones, the Revival parquet series in natural wood, and the Hexcube vitreous mosaics.

The Zen set (below) combines a basin in natural stone with a wooden furniture unit (93 × 40 × 47 cm). It can be combined for visual harmony with any of the collection’s furniture units (available in Intense Oak or Ash Oak).

The Hexcube vitreous mosaics (below) are available in five colours (white, grey, blue, red and black). They are non-slip and for the irregular size of the tesserae (23 × 18 × 0.3-0.5 cm each).

The Revival parquet series in natural wood (bottom) is available in three colours: Grey, Beige and Brown. With its artisanal finish (scratched, dented, etc.), another remarkable feature is its large size (22 × 220 × 2.1 cm).

A new Spirit II series includes a new wall cladding (left) – in A-cero Dark marble and A-cero Gloss Limestone (40 × 80 cm) – and a new mirror, both play with volumes and lines, and have real stones as a raw material.

The Spirit II series includes a new wall cladding (left) – A-cero Dark marble and A-cero Gloss Limestone (40 × 80 cm).

The Spirit II series includes a new wall cladding (left) – A-cero Dark marble and A-cero Gloss Limestone (40 × 80 cm).
The Urbatek brand of porcelain stoneware products, presented at the latest Cersaie fair, its new 120-cm format for the Avenue collection – it is among the most sought-after by architects and interior designers – completes one of the most successful series of the Porcelanosa Group. The brand also launched its Pure Collection, a new ceramic collection in porcelain technical stoneware, with a marble look and developing significant technological advances in the sector of technical porcelain stoneware. In addition, Urbatek surprised with new and energetic colours (Purple, Blue, Aqua, Green, Rose and Yellow) for its Town Collection, in Nature (Natural matte) and Polished (Polished shine) finishes.

The Systempool presents its innovations for this year: new basins for its Modul series, both floor-mounted and wall-mounted, and a new tap and hydro massage panel for the Seasons series. Other innovations are different models for the Icon shower series and a new finish for the Land series of shower trays (adding angular shapes to the range). The screens in its Yove series, with straight and minimalist lines (also including circular corner versions or installed over the bathtub), are outstanding. With minimal edging, magnetic latches and innovative detachable lower track, the Yove series is highly functional and harmonious.

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

A n expert and leading brand in bathroom and spa products, Systempool presents its innovations for this year: new basins for the Modul series, both floor-mounted and wall-mounted, and a new tap and hydro massage panel for the Seasons series. Other innovations are different models for the Icon shower series and a new finish for the Land series of shower trays (adding angular shapes to the range). The screens in its Yove series, with straight and minimalist lines (also including circular corner versions or installed over the bathtub), are outstanding. With minimal edging, magnetic latches and innovative detachable lower track, the Yove series is highly functional and harmonious.
In this four-floor home, indoor and outdoor areas are clearly differentiated and the terraces afford an added value with their views of the olive and bamboo groves within the property, and of the nearby 11th hole of the Parkstone Golf Club. The house can also be accessed via the garage with space for two cars.

In southern England, next to the idyllic villas of Canford Cliffs and Sandbanks Beach, is 14 Nair Road, a modern and cutting-edge home whose enormous terraces and large windows reflect the Mediterranean tradition evident in the architecture of James Sims of JSA Design.
Terraces acquire a special relevance—they make up almost a third of the built surface area. In fact, it is in these ample and open-air spaces where the Mediterranean influence present in the work of the architect—the renowned interior designer James Sims of JSA Design based in Palma de Mallorca—is perhaps most evident.

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

The ground floor is structured around the sitting room—as the heart of the home—and has a private terrace of 65 square metres. The colourful sofas in mauve and violet and a mounted gas fireplace set in a wall clad in Italian travertine marble are eye-catching. On the same level are the main....
kitchen and dining room, both with minimalist interior design predominantly in pure white but for small details in red.

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

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

The technology present in every single detail of this property is superb and includes a Clipsal home automation system controlled via iPad installed by the local company ‘Living’ (remote controls for TVs, blinds, lighting, heating, etc.).
Rogers Stirk Harbour + Partners and Luis Vidal + Architects
Two big brands team up to design a great bathroom collection

mood

NOKEN’s new concept of bathroom fittings and brassware

Mood collection’s taps and bathroom fittings are the result of a collaboration between two well-known architecture studios: Rogers Stirk Harbour + Partners and Luis Vidal + Architects. This joint project has produced an innovative bathroom line to add to Noken’s new products, the brand of Porcelanosa Group specialised in bathroom fittings.

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

The bathroom fittings line is remarkably fresh and modern, combining the purity of ceramics with perfectly integrated accessories: towel rails, mirrors and storage units that can be combined with enormous flexibility and allow for a limitless number of options to satisfy every taste and meet the needs of the most demanding customers. Colour also becomes an essential part of bathroom renovations. This is what Luis Vidal told us about the collection: “We have taken a big step by tackling the bathroom using an architectural approach, integrating wall surfaces with built-in ceramic elements resulting in different spaces in which the bathtub, basin and toilet each have their own space.”

In turn, the line of taps combines functionality with avant-garde design inspired by nature and captures the very essence of water: its simplicity and emotion. The innovative technology allows customising and programming both temperature and water flow depending on the user’s preferences. The collection also has a mechanical version offering the same elegant style adapted to a more conservative public.

These futuristic and extra flat taps create an environmental awareness in users as they show water consumption instantly and

Thanks to the MOOD collection, basins are now functional and modular pieces with an architectural and futuristic feel. Thanks to Easy Flow, the MOOD collection has three other tap bases for Robet’s chromatics: Snow White, Navy Blue and Cherry. There is also the possibility of choosing from a special colour range: personalisng your bathroom has never been so easy or as much fun as with MOOD by Noken.

The photographs show the originality provided by the classic Navy Blue Krion® elements (75-cm top with mirror and accessory holder / Krion® Navy Blue and digital single lever basin mixer / MOOD)
“Our futuristic bathroom brassware shows instantly, and in real time, water consumption, encouraging responsible use of water.”

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

Luis Vidal

The MOOD range design is dominated by a series of circles and lines that give continuity to all its pieces and create a sleek and curved transition between the vertical and horizontal planes. Thus, its clearly defined design renders spaces unique (left):

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

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

The collaboration between the two architecture studios dates back to 2004 when Luis Vidal founded his studio and established a long-standing association with the Richard Rogers studio, based in London. “We share a very similar understanding of architecture with Richard Rogers and both agree in looking for designs for improving quality for users and also consider technology not as a goal per se but as an instrument to help solve social and environmental problems. Working with him on different projects has allowed us to understand his British way of thinking and working style and combine them with a Mediterranean one,” says Vidal. This is clearly demonstrated by the Mood collection, in which their joint work has resulted in an interesting line of innovative, functional and sustainable products.
With offices in Madrid and London, Luis Vidal + Architects has worked on projects both in collaboration with national and international studios and also alone since it was founded in 2004. Luis Vidal studied Architecture in London and is an RIBA member since 1995. He has a long and outstanding professional career comprising a wide range of projects including the New Terminal at Zaragoza Airport (Mies Van der Rohe 2009 Finalist and won an award at the 2012 International Tourist Fair for its AENOR Energy Efficiency Certificate 2012). A highlight of his association with Rogers Stirk Harbour + Partners is his project for the urban regeneration of the former central railway system in Valladolid (Winner in the category of Masterplan and Urban Regeneration of the MIPIM AR Future Projects Awards). In collaboration with the Foster + Partners architecture studio he has developed the concept and construction project for the New Terminal 2 at Heathrow Airport in London. Finally, together with the Renzo Piano Building Workshop, his studio is developing the project and site supervision for the future Botín Art Centre, in Santander. In addition, Luis Vidal has been Associated Projects Lecturer at the Escuela Técnica de Arquitectura [ETSAM – Technical Superior School of Architecture], Madrid Polytechnic University. He is currently a visiting professor and member of the Review Committee for several Final Theses and Projects, as well as a postgraduate lecturer at several international universities.

Richard Rogers has received many awards – including the illustrious Pritzker Architecture Prize in 2007, the RIBA Gold Medal in 1985, and the Thomas Jefferson Memorial Foundation Medal in 1999. Rogers was knighted in 1991 and has been a member of the House of Lords since 1996. More recently, in 2008, he was made a member of the Order of the Companions of Honour. In addition, he has served as Chairman of the Tate Gallery and Vice-Chairman of the Arts Council of Great Britain. He is currently an Honorary Trustee of the Museum of Modern Art (MOMA) in New York. Rogers Stirk Harbour + Partners, the studio directed by Richard Rogers, was founded in 1977 and has offices in London, Madrid, Shanghai and Sydney. The studio is best known for pioneering projects such as the Centre Georges Pompidou in Paris, the headquarters for Lloyd’s of London, the European Court of Human Rights in Strasbourg and the Millennium Dome in London. The wide range of projects also include Terminal 4 at Madrid Barajas Airport, Terminal 5 at Heathrow Airport, and one of the future office towers of the World Trade Center site in New York. The studio’s wealth of experience in urban planning has won it some major projects in London, Lisbon, Berlin, New York and Pudong, in Shanghai. Recently, the studio participated in the Greater Paris Project, which looks to the future of Paris as a more integrated metropolitan region as it faces the new social and environmental challenges of a big city.
Three of the five rooms participating in the 2012 Sleep Hotel Fair used materials from Porcelanosa Group, including the one chosen as the Best Hotel Room. An initiative organized and headed by Mark Coates, the Group’s Commercial Director in London.

Scott Brownrigg and Willmott Dixon, with their project Shaded White, won the Prize for the Best Hotel Room Design at the 2012 Sleep Event, a London fair where the latest products and solutions for hotel design, architecture and development are exhibited. This award is part of the 2012 Sleep Hotel initiative where architects and designers are confronted with the challenge of designing a hotel room – a challenge that this time consisted of creating a small five-star luxury room in a limited 23 square metre space.

In three of the five rooms designed for the 2012 Sleep Hotel by renowned architects and designers, materials from Porcelanosa Group were used because of their versatility and the fact that its products are perfect for making the most modern and innovative designs come to life with no limitations on imagination or creativity.

The competition among participants was quite tough, but the jury, made up of Javier Hortal, EMEA Project Manager from the...
When we first considered the viability of taking one of the five rooms at this year’s Sleep event, Porcelanosa was the first company we got in touch with. Porcelanosa’s extensive product range meant that Paulo Ribeiro, our senior designer on the project, could select many of the items for the room set, from bathroom fittings, to flooring and wall storage. A key feature of Paulo’s concept was the impact of the Krion® product which covers an entire wall, and which combined with a clever solution for back lighting the entire space helped create the ‘Cloud’ ambience. The Krion® was used in the bathroom, creating a spacious feeling in this rather small room.

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

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

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

In turn, Graham Shaw, Operations Director of Willmott Dixon Interiors, highlighted the quality finishes used in the room’s design and the functionality of its integrated technology – for instance, communication with the reception desk, and the lighting, blind and leisure control systems, using iPads.
They can define luxury as no other interior design firm can, either giving historic hotels their old glory back or creating new icons. HBA/Hirsch Bedner Associates have been breaking conventional moulds for 50 years and rather than setting trends, they offer inspiration to many followers. The key lies in identifying the distinctive character of each place and building spaces in harmony with their surroundings and the personality of those who are to use them. “In each project, we tell a story,” sums up Ian Carr, the company’s CEO in Singapore. “With drama, adventure, romance, suspense, we absorb the spirit of the local culture and the essence of the place and imbue it into every detail of our work. Just like archaeologists, we first have to recover the past so that we can preserve it.” HBA already works with Porcelanosa Group on much anticipated projects such as the new Hyatt in Jeddah, Saudi Arabia, and the Baku Flame Tower in Azerbaijan.
INDIA
Park Hyatt Hyderabad

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

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

Four Seasons Guangzhou

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

Next to the Guangzhou Opera House soars this 432-metre tower overlooking the Pearl River, a project by Zaha Hadid. This is the Guangzhou International Finance Centre, the latest icon in a city regarded as China’s new economic engine. At the top, between the 70th and 103rd floors, the Four Seasons Hotel Guangzhou has become the new design benchmark in Asia. Connie Puar, from the Four Seasons, and the HBA team of designers headed by Ian Carr, the company’s CEO in Singapore, were very clear: they wanted guests to feel as if they were in the clouds (a symbol of movement, of conveyance, in Chinese mythology).

High-speed lifts, clad in red onyx that changes colour depending on which angle it is viewed from, lead to a lobby in light yet bright colours in which a red, steel sculpture by Australian artist Matthew Harding appears to be floating on a sea of glass. This is not the only artwork in the hotel. “Works
include avant-garde pieces and creations by artists from southern China," explains Sandra DeSouza, Director of Canvas, HBA's art consultancy. "The atrium where the lobby is located and around which the 344 rooms, including 42 suites, and the restaurants are arranged, is taller than the Statue of Liberty. The tower narrows as it ascends, which is why the major challenge for HBA was to adapt the inside spaces to its complex structural columns, that cut and cross each other in certain places. Thus, the layout of each room is different, and their only common feature is that the beds and the enormous triangular bathtubs are strategically placed to give the best views. "We wanted to encourage guests to look down," Ian Carr admits. "It is only natural that our design should relate to the fact that this is a skyscraper. We couldn't deny guests such spectacular panoramic views." Yet, above all, the "Four Seasons Hotel Guangzhou defies conventionalism and combines the highest luxury with daring avant-garde style," says Carr.  

Ethereal and spacious, the Italian restaurant Caffe Mondo is decorated in light-filled colors and a certain European air, yet incorporates avant-garde art elements. In contrast, the Chinese restaurant Yu Yue Heen, atmospheric and opulent, is in red and black. Its walls, carpets and flooring incorporate stylised traditional Chinese calligraphy. In the rooms and suites, the beds and bathtubs are strategically placed to take advantage of the panoramic views of the Pearl River’s estuary and the city’s urban scenery. The bespoke bedroom carpets, whose pattern represents the movement of the clouds, were custom designed by HBA. The bedrooms and bathrooms highlight golden accents. Lighting plays an integral role in the interiors, creating manuals ambience.
Located in the lobby of the hotel, the newly opened Oyster & Caviar Champagne Bar is a space of contemporary style where elegance and sophistication are combined with an inviting chill-out area. With lounge-like furniture and lighting, its specialities are exquisite oysters and caviar and it also has a long list of different champagnes. Its impressive Krion® bar provides an avant-garde touch perfect to indulge in, why not, some delicious beluga. A new beginning for a classic Marbella venue. Designed by Pedro y López S.A. and executed by Euvada S.L. in collaboration with Raíces con Arte.

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

One hundred per cent recyclable, Krion®, by Systempool, has become a favourite material for architects and designers when creating the most functional, beautiful and inviting bars for fashionable venues, restaurants and hotels. Perfect for its antibacterial properties, Krion® is strong and easy to clean and can also be used as a wall covering.
The drawings and illuminated friezes showing through the walls of this Italian restaurant were possible thanks to the versatility of Krion® planks measuring up to 3.5 metres. They can be used to cover both straight and curved walls using a thermoforming technique. In addition, the chemical welding applied hides the joints both for the Stone and Lux versions. Designed by architect Andrea Zappa, from Linea Zappa Team, and executed by Molteni Mobili S.R.L.

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

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

Also perfect for outdoor spaces thanks to its resilience to extreme weather conditions, Krion® was used for this modern bar located in the heart of a marina in southern Portugal. With the name of the venue engraved on the planks and lighting matching its corporate image, its durability and easy cleaning are highlights, as are its fireproof and easy to repair properties. Executed by Vinilconsta.
CAFÉ & BILLAR BALABUSHKA (SALAMANCA)
The ultra-white bar’s rounded forms made in Solid Surface by Systempool give a unique and special style to the atmosphere of this modern space which is a great place to enjoy a drink while playing a game of pool. Although ultra-white is the most popular colour, Krion®’s colour range is made up of 83 colours, a variety that ensures great versatility.


OCEAN CLUB SALAMANCA
This café-restaurant lounge, whose menu has a typically American feel, opened in the most famous university town in Spain. The bar is divided into two distinct parts, the upper part being made of ultra-white and seamless Krion® and the lower part woven and textured.

Designed by Javier Balmori and executed by Kreoss Spain S.L.

HOTEL TABURIENTE (SANTA CRUZ DE TENERIFE)
Room 26 is an Afterwork & Music venue designed as a meeting point as well as for concerts and is divided into perfectly separated spaces. One of them is the imposing Krion® bar in black, with an ethnic decoration of African and Eastern motifs and ochre and aubergine colours.

Designed by José R. Fragoso and executed by Carpintería Ramos e Hijos.

CASINO CIRSA VALENCIA
The ONE VLC restaurant, within the Valencian Casino, offers avant-garde and traditional food that matches its sophisticated interior decoration. The long Krion® bar, illuminated at the base, is perfect for enjoying an aperitif before enjoying a very sainted and delicious buffet. Architect: José Mª Lozano. Designed by Nacho Moscardó (Arquitectura Interior) and executed by Creaciones Parma.
On Playa de las Américas, in the south of Tenerife Island, is the Parque Santiago IV, a Canary Islands-style apartment complex that is part of the Parque Santiago touristic, accommodation, leisure and hotel resort and covers some 67,000 square metres. With a surface area of 20,000 square metres, it is on the most important shopping avenue in the Canary Islands, is close to the sea and has direct access to the beach and walks along the promenade.

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

The outside and terraces of the Parque Santiago IV resort were done in non-slip Tavola Foresta 19.3 x 120 cm, by Venis. Inside, the flooring is Feroker, 59.6 x 120 cm, by Porcelanosa. Solid Surface Krion® by Systempool was used for the wall coverings.
Directed by interior designer Lázaro Rosa-Violán who is very much in fashion, and using quality Porcelanosa Group materials, Castell de Saint Marçal, in Cerdanyola del Vallès (Barcelona), recently renovated its restaurant. Located next to the 12th-century castle, its design was inspired by the old “French orangeries of palaces and castles, where big family celebrations were held”. Faithful to his own style, Rosa-Violán, who directs Contemporainstudio, describes himself as an “urban archaeologist” finding the right style for each project. Thus, this 480-square metre banquet hall has become the perfect place to celebrate all kinds of social events, and with seating for 450 people it now enjoys a renovated and fresh French look in total harmony with the adjacent gardens and castle.

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

For the flooring in a drawing room next to the castle (left), interior designer Lázaro Rosa-Violán used Terracotta Earth & Fire White Touch 40 x 40 cm and Terracotta Earth & Fire Black Touch 40 x 40 cm, by L’Antic Colonial.
This fascinatingly seamless and certainly daring complex stands in the heart of the Chinese capital. Officially opened last October, its designer took part in the event accompanied by Zhang Xin and Pan Shiyi from Soho China, the project developers.

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

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

The opening of Galaxy Soho was attended by 15,000 people from all corners of the globe. Galaxy Soho has a mixed-use surface of 330,000 m². It has 18 floors – 15 above ground and three below. The latter and the first few above-ground floors are devoted to commercial spaces and courtyards. From the fourth floor upwards, the premises are occupied by offices.