

>PORCELENOSA SHOWROOM
4006 RICHMOND AVENUE, HOUSTON
TEL: 281-605-2770
ARCHITECT: IGNACIO VIDAL ARCHITECT



For its Houston showroom, Porcelanosa put its best product forward—literally. The building was the first time Porcelanosa’s Krion material has been used as a solid surface with a ventilated facade. Designed by an in-house team, the objective was to showcase all the ways Krion could be used as a facade system. “We wanted to show the potential and possibilities of the material,” said Ignacio Vidal Traver, an architect and Porcelanosa’s facade national director. “You can create seamless panels, use a CNC-machine to create louvers or allow for ventilation, and even melt it to create a curve, which is what I did for the canopies above the door.” The 32,291-square-foot interior exhibition space was designed to be consistent with Porcelanosa’s company-wide interior showroom branding and will be updated to reflect new offerings.