



lifestyle

XVI PORCELANOSA AWARDS 2025

The sector's flagship
annual event promoting
excellence in quality,
design, and sustainability

ALEJANDRO ARAVENA Pritzker Prize Laureate, 2016

Honorary Award 2025 PORCELANOSA Group

*"The thing about social housing is that it's
a complex challenge, and that calls for quality,
not just professional goodwill"*



PORCELANOSA



BY APPOINTMENT TO
H.M. THE KING
MANUFACTURERS AND DISTRIBUTORS
OF CERAMIC TILES AND BUILDING PRODUCTS.
PORCELANOSA UK LIMITED

PORCELANOSA Grupo



PORCELANOSA



THE NEW

ix



THE PIONEER OF A NEW ERA.
THE NEW BMW ix.

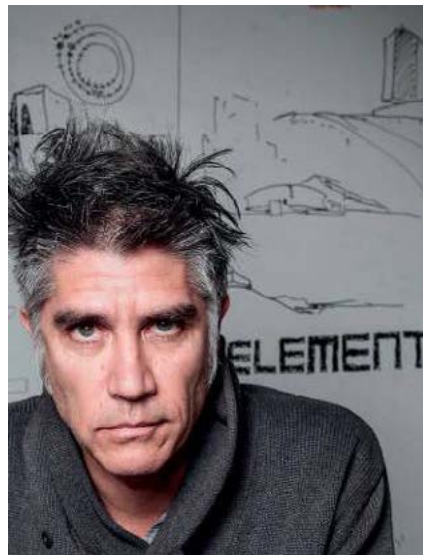
EDITORIAL

Commitment and responsibility

The XVI Porcelanosa Awards 2025 was a formal event where architects, interior designers, property developers, entrepreneurs and the media clearly highlighted the significance of a sector that shapes the future of both our public and private spaces, as well as the challenges that come with it. Now is the time for major commitments, a need to lead on responsible building practices and a genuine determination to see it through. It is in this context that the **PORCELANOSA Group** contributes over fifty years' experience in researching and developing materials and integrated solutions for professionals committed to building a better world.

Our Honorary Award is a clear example of that commitment. Alejandro Aravena, 2016 Pritzker Prize winner and current chair of the jury for what is often called the "Nobel" of architecture, has put into words what we all believe and tirelessly strive to achieve. The driving force behind our work is the search for solutions to complex problems – challenges that go beyond aesthetics, beauty or comfort. To these essential concepts, we must add the pressing need to build – and to build responsibly – in overcrowded cities, fragile environments and natural habitats that must be protected and preserved.

This year's winners clearly exemplify this awareness through projects that combine quality with professional responsibility. In doing so, leading professionals and entrepreneurs in the sector are reinforcing their environmental values, committing to impactful construction solutions – such as those offered by the **PORCELANOSA Group**, which actively contribute to creating balanced environments. All of this is a necessary challenge – driven by unwavering purpose and a shared aspiration.



ON THE COVER: Chilean architect Alejandro Aravena, a driving force in sustainable and responsible architecture, Honorary Prize 2025.
Photo: Sergio López Isla.

EDITORIAL BOARD

Cristina Colonques
Sandra del Río
Manel Alagarda

CREATIVE MANAGEMENT AND GRAPHIC DESIGN

Vital R. García Tardón

PRODUCTION

ZETACORP
Corporate Communications Unit
Grupo Zeta - Iberian Press

Legal deposit: B-10622-2020

PORCELANOSA Group

is not responsible for the opinions expressed in the articles, which are the exclusive responsibility of the various authors themselves.



OPEN

Take your business global

Specialist local teams to help you
in over 150 countries.

International Desk

It starts here



lifestyle

PORCELANOSA

CONTENTS / Number 46

8 BRITISH ROYAL HOUSEHOLD / PORCELANOSA

10 NEWS ARCHITECTURE

12 NEWS TRENDS

14 XVI PORCELANOSA AWARDS 2025

Architecture, Interior Design and Property Development.

24 INTERVIEW ALEJANDRO ARAVENA

28 GRAND HOTEL CENTENARI VALENCIA

VALENCIA / SPAIN

Style and personality.

34 UNO BY REAL MADRID MEXICO CITY / MEXICO

Places of passion.

36 BMW ENEKURI MOTOR ERANDIO / SPAIN

An environment that elevates the brand.

38 BALTUM HOMES MADRID / SPAIN

An elegant and timeless development.

40 INTERVIEW ERIKA HARMS

Hotels for a sustainable world.

46 CASA LR35 ALCALÁ DEL RÍO / SPAIN

The right shape.

50 PRINCESS HOTELS & RESORTS JAMAICA

GREEN ISLAND / JAMAICA

Ecosystem in paradise.

56 CAN TEÑOS S'ARANJASSA / SPAIN

Tradition reimagined.

60 MADNUM MADRID / SPAIN

Part of the new future.

66 XXXI INTERNATIONAL EXHIBITION
BY PORCELANOSA GROUP

74 FACADES / UNITED STATES

Breaking with the status quo.

80 VILLA ALMA L'ALBIR / SPAIN

Wellbeing and privacy.

86 MASTER FLOOR TURIN / ITALY

Understated elegance.

90 THE PALMS JACÓ / COSTA RICA

The forms of a home.

94 AGENDA MEXICO CITY

100 IDEAS OUTDOOR KITCHEN

102 PUBLIC SPACES SCI CONFÉRENCIEL / CROISSY-
BEAUBOURG / FRANCE

103 GEORGE BUSH INTERCONTINENTAL AIRPORT /
HOUSTON / UNITED STATES

104 EVENTS FUORISALONE / MILAN / ITALY

106 TALKING ABOUT...

HARD ROCK HOTEL MALTA



14



50



66



80

PORCELANOSA Group named official supplier to the household of the King of the United Kingdom



PORCELANOSA Grupo



Photo: Chris Jackson.

His Majesty King Charles III, monarch of the United Kingdom, has always shown a keen interest in environmental and sustainability issues.

In 1997, the foundation was laid for a very special relationship – one that has now spanned 28 years between the British royal family and the **PORCELANOSA Group**. What began as the company's involvement in a series of charitable initiatives promoted by the Prince of Wales at the time evolved into close cooperation, which also deepened their personal relationship. The company continued to take part in projects endorsed by the future British monarch that had a notable impact in the area of sustainability, one of his primary concerns. It also supplied materials and products from its various brands for work carried out at several royal residences, including Buckingham Palace, Windsor Castle, Clarence House and Birkhall.

In 2006, Prince Charles granted the Spanish multinational a Royal Warrant. **PORCELANOSA Group** has since renewed this collaboration on three occasions, meeting the rigorous standards required of companies wishing to maintain their status as suppliers to the Royal Household. In May 2024, the Royal Warrant Holders Association published a list of 145 companies – each noted for their commitment to the environment, sustainability and society – that had received or renewed this distinction. Among them is **PORCELANOSA Group**, recognised as “a global leader in innovation, design, manufacture and distribution” of ceramics and construction products. With this confirmation, the company has received the seal certifying its status as an official supplier to the household of King Charles III, replacing the seal previously held for the Prince of Wales's household.



RABAT

Three Wishes Collection

A masterfully restored Parisian gem

The Grand Palais in Paris has reopened following a meticulous four-year restoration led by Chatillon Architectes. This icon of Parisian architecture, with over a century of history, has regained its splendour by combining classical elegance with renovated spaces that respond to today's cultural needs. Under the direction of François Chatillon, more than 7,000 m² of both structure and façade have been restored, all while preserving its original character. The project remains true to historic features, such as stuccoed walls and columns that evoke marble.



Photos: Charly Broyez

Osaka's 'Grand Ring': a symbol of unity and legacy

At the heart of Expo 2025 in Osaka (Japan), the Grand Ring stands as the world's largest wooden structure – a landmark in sustainable architecture. Designed by Sou Fujimoto, the 61,000 m² ring offers visitors a continuous two-kilometre circular route. It has been constructed in modular form using *nuki* – a traditional Japanese joinery technique used in temples and shrines, allowing assembly without screws or adhesives. Beyond its vast scale, the structure conveys a powerful message: "Unity in diversity."

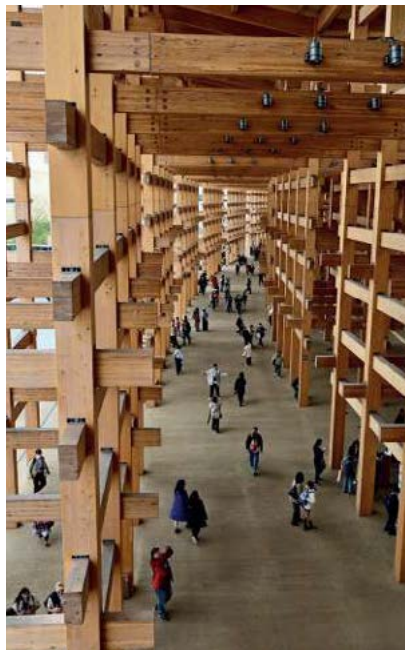


Photo: Zhou You / Getty Images



Daniel Millor Special Mention at the XVI Porcelanosa Awards

Alicante-born architect Daniel Millor – winner of the 2024 Princess of Girona Social Award for his work transforming environments and improving quality of life for vulnerable groups – received a special mention at this year's Porcelanosa Awards. A graduate of the Polytechnic School at the University of Alicante, Millor coordinates the local development programme Asertos through the French association Quatorze and the NGO Arquitectura Sin Fronteras. While in Paris, he discovered a model of social architecture focused on regenerating marginalised neighbourhoods. He participated in its pilot project in Spain, based in Alicante's Cementerio neighbourhood, as part of his final dissertation – a thesis on public health.

For Millor, this model "can help tackle issues such as substandard housing and residential exclusion in vulnerable and neglected areas – situations that also affect people's health. These solutions cannot be short-sighted; sustained development is essential and must involve all parties: organisations, social services, and, of course, the community. We need to mobilise local resources and focus on what people in the neighbourhood can achieve for themselves – not wait for someone to come from outside and save them. Neighbourhood associations and district councils must become the true drivers of change." Creating a new social reality "takes time – you can't shift from a sense of abandonment to optimism overnight. Building lasting bonds of trust is key to forming a resilient community."



LA MAMOUNIA
MARRAKECH

A new luxury experience “docks” in Shanghai

Louis Vuitton dazzles Wujiang Street with *The Louis*, a cruise-ship-shaped museum store that combines the *Visionary Journeys* exhibition, a restaurant and a boutique. Covering more than 1,000 m², the space is organised into themed rooms that explore the brand’s heritage, highlighting its historic trunks, which recall the time when the *maison* began crafting them for transoceanic travel in the 19th century, coinciding with Shanghai’s opening as a commercial port in 1843. On the outside, the ship’s metal structure features the iconic house monogram, while its silver anchor is shaped like the LV logo.



Photo: Khaled Desouki / Getty Images.

Sabine Marcelis, the light that reinvents interior design

Dutch designer Sabine Marcelis has become Europe’s star interior designer thanks to her mastery of light and space. Her designs – sensory works combining transparent materials and organic shapes – create unique atmospheres where luminosity takes centre stage. Thanks to her fresh, futuristic take on contemporary design, Marcelis has received numerous awards.

The creative universe of Juan Navarro Baldeweg

CentroCentro Madrid, an iconic cultural venue in the Spanish capital, presents *Hacer y azar* (Craft and Coincidence), a retrospective dedicated to the celebrated Spanish artist and architect Juan Navarro Baldeweg. The exhibition brings together more than 70 works, including paintings, sculptures, photographs, installations and models, spanning from 1963 to 2025, including some more recent pieces. Curated by Ignacio Moreno Rodríguez, the exhibition explores recurring themes in Baldeweg’s work – such as light, gravity and the relationship between creation and destruction – all woven into a coherent vision that brings together painting, architecture and sculpture.





Explora
JOURNEYS

SAIL UNIQUE

Designed to feel like your own private yacht

DISCOVER THE OCEAN STATE OF MIND. Explora Journeys invites you to sail in an inclusive, ultra-elegant home-away-from-home designed by super-yacht specialists, as you enjoy unforgettable culinary experiences and indulge in ocean-inspired wellness on a journey to iconic and lesser-travelled destinations in effortless European style.

SAIL UNIQUE AT [EXPLORAJOURNEYS.COM](https://explorajourneys.com)
CONTACT YOUR PREFERRED TRAVEL ADVISOR OR CALL + 41 43 508 64 78





Architecture, interior design and property development

ONCE AGAIN, PORCELANOSA BROUGHT TOGETHER THE MOST PRESTIGIOUS PROFESSIONALS AND ENTREPRENEURS FROM VARIOUS SECTORS FOR THE 16TH EDITION OF THE ARCHITECTURE, INTERIOR DESIGN AND PROPERTY DEVELOPMENT AWARDS, HELD IN AN EXCEPTIONAL VENUE: THE BERNABÉU. FOLLOWING ITS PARTNERSHIP WITH REAL MADRID, PORCELANOSA CHOSE THE BERNABÉU AS THE VENUE TO RECOGNISE THE BEST PROJECTS AND HIGHLIGHT THE WORK OF BOTH NATIONAL AND INTERNATIONAL ARCHITECTS AND INTERIOR DESIGNERS.

Guests enjoyed a cocktail in the most exclusive VIP area of the Bernabéu, one of the many spaces featuring materials from the **PORCELANOSA Group**.

Héctor Colonques, President of the **PORCELANOSA Group**, addressed the attendees: "Today we bring together leading professionals and promising young talents who, with their creativity and effort, are shaping the future of our architecture." Colonques reaffirmed **Porcelanosa's** commitment to quality, design and sustainability, emphasising the talent and dedication of the participants in this edition of the awards.

For this 16th edition, the **Porcelanosa Awards** were judged by an elite panel tasked with evaluating the project entries and presenting some of the prizes. Its members included notable figures in architecture and design: Héctor Serrano (Héctor Serrano Studio and Borealis, and National Design Award 2024), Jane Maciver (MAWD | March and White Design), Andrea Broschetti (Metrogramma), Elsa Urquijo (Elsa Urquijo Architects) and Juan Manuel Lemus (ELZ Arquitectos).

At the prize-giving ceremony, the three main awards of the competition were presented first. In the categories **Design for the Future – Student Section** and **Design for the Future – Professional Section**, the winning proposals were by student María Ying Fernández and Fernanda Mena, from the architecture studio LuxBau (Costa Rica), respectively. The **Design of the Year** award went to the single-family residence Village Verde, with the prize collected by Tristán López Chicheri and Borja Fernández del Vallado of L35 Architects, alongside



1. Alejandro Aravena, International Architecture Honorary Prize 2025.
2. The entrance to the Box of Honour at the Bernabéu stadium, where the XVI Porcelanosa Awards were held.
3. Guests enjoyed a welcome cocktail in the VIP area of the Bernabéu stadium.

Santiago López from the Sotogrande property development firm.

Following these, eight special mentions were awarded. The first was **Best Refurbishment**, granted to the architecture and interior design studios behind the Can Teños house, Rambla 9 Arquitectura and Devin Design Estudio. Ignacio Blasco, Territorial Director for the Levante area at Occident, presented this award, and also bestowed the **Best Single-family HOUSE** distinction on MLopez Arquitectos for the Casa LR35 project.

Next, the hotel complex JOIA Aruba by Iberostar received the **Best Sustainable Project** award, presented by Willy de Molina, partner at Deloitte. Baltum Homes Boadilla was also honoured with a special mention – again presented by Willy de Molina– for **Best Residential Project**.

BMW Iberia Group received the trophy for **Best National Retail Project**, presented by Borja Oyarzábal, Global Head of Corporate and Commercial Banking at Banco Santander.

The new franchise UNO by Real Madrid, with its first venue in Mexico City, was awarded **Best International Retail Project**, presented by Javier Gallardo, Territorial Director for Valencia-Murcia, Aragón, Navarra and La Rioja at Banco Santander.

Héctor Colonques García-Planas, Commercial Director of Major Projects at the **PORCELANOSA Group**, presented the **Best National Hotel Project** award to the recently inaugurated Grand Hotel Centenari Valencia –managed by ACHM Hotels by Marriott –, for which the entrepreneur Juan Francisco Martínez was the property developer and

ERRE studio was responsible for the full refurbishment and interior design.

Silvestre Segarra, Vice-President of the **PORCELANOSA Group**, awarded the **Best International Hotel Project** to the Princess Jamaica Hotels & Resorts complex. The award was collected by Robert Cabrera, CEO of the hotel chain.

María José Soriano, CEO of the **PORCELANOSA Group**, presented a special recognition to architect Daniel Millor, honoured with the Princess of Girona Social Award 2024 for his commitment to transforming environments and improving the quality of life for vulnerable communities.

Honorary Award for Alejandro Aravena

The Honorary Award ceremony was the crowning moment of the gala. Héctor Colonques, President of the **PORCELANOSA Group**, recognised the outstanding career of Alejandro Aravena, winner of the Pritzker Prize in 2016 and current chair of its jury.

The event was sponsored by Banco Santander with the collaboration of Deloitte and Occident.

XVI AWARDS 2025

4. Mercedes Martín, television presenter and specialist in sustainability communication, hosted the XVI Porcelanosa Awards gala.

5. Emilio Butragueño, Director of Institutional Relations at Real Madrid, addressed the guests at the gala.

6. From left to right:

Antonio Catalán (ACHM Hotels by Marriott), Valencian businessman Juan Francisco Martínez, and Héctor Colonques García-Planas, Commercial Director of Major Projects at PORCELANOSA Group.

7. Renowned figures from Spain's architectural scene attended the XVI Porcelanosa Awards.

From left to right: Fernando Catalán, Julio Touza Rodríguez, Tristán López-Chicheri, Carlos Lamela, Julio Touza Sacristán, Íñigo Ortiz and Jan Dijkema.

8. Andrés Pan de Soraluce (Acciona); Juan Ramón Gomis from Grupo Fermator; Héctor Colonques Moreno, President of the PORCELANOSA Group; and Emilio Butragueño, Director of Institutional Relations at Real Madrid.

9. Architect Mark Fenwick, just before the start of the XVI Porcelanosa Awards ceremony.

10. Architects Carlos Lamela, Gaspar Sánchez Moro and Rafael Robledo.

11. Gregory Bessier (Sales Manager at Porcelanosa France), Jimmy Richard (Manager of ARCHI²), Vincent Fabbriani (Business Development Director at Promoca), Pepe Simarro (Manager at Porcelanosa France) and Marc Travers (Technical Director at Promoca).

12. Gianmaria Di Bartolo (AD Coiver Group), Javier Cejudo (Manager of Porcelanosa Italia), Giovanni Zaffarano (Director of Retail Sales, Porcelanosa Italy), Luca Graziani (Architect at Home Planner di Luca Graziani) and Luca Medici (architect at My Home di Luca Medici).

13. Damián Barrón (Partner at Mimesis Arquitectura), Alejandro Maya (Partner at Mimesis Arquitectura), Mónica Montemayor (Commercial Director of Porcelanosa Mexico) and Ariel Canto (Partner at Desnivel Arquitectos).

14. Derrian Ellis (Director at Marken Homes), Ben Curtis (Director at Noble Projects), Pam Hines (Director at The Design Box), Elisha List (BDM Porcelanosa North West), Mark Ellis (Director at Marken Homes), Lisa Barnes (Director at Emmie B Interiors), Simon Evans (Director at Uber Interiors) and Marcelo Bou (Commercial Director at Porcelanosa UK).

15. Attendees discovered personalised ceramic pieces bearing their names, created using Porcelanosa's innovative The Original Brand system.

16. Detail of the room where the XVI Porcelanosa Awards dinner was held.

17. Wenjing Zhang (Dalian Doucai), Yongqiang Han (Wuhan Zhuoyuan), Wenshu Chen (Wuhan Timless), Elena Xu (Porcelanosa Shanghai), Bilin Lei (Guangzhou Sujing), Haizhen Huang (Guangzhou Renzheng), Xiao Liu (Guangdong Zongheng) and Hong Dong (Dalian Binde) and Yao Song (Dalian Binde).





XVI AWARDS 2025

18. The five members of the jury at the XVI Porcelanosa Awards.
From left to right: Jane Maciver (MAWD I March and White Design), Juan Manuel Lemus (ELZ Arquitectos), Andrea Boschetti (Metrogramma), Elsa Urquijo (Elsa Urquijo Architects) and Héctor Serrano (Héctor Serrano Studio and Borealis).

19. Héctor Serrano, jury member of the XVI Porcelanosa Awards, with Fernanda Mena from LuxBau studio, winner of the Design for the Future – Professionals category.

20. Borja Oyarzábal, Global Head of Corporate and Commercial Banking at Banco Santander, with Eduardo Cortezón, Sales Director of BMW Group España, and Pablo Ramírez, Architect at BMW Group Iberia, recipients of the Special Mention for Best National Retail Project.

21. Ignacio Blasco, Territory Director of Levante at Occident, with interior designer Roberto Santos of Devin Design Estudio, and architect Pepe García-Ruiz from Rambla 9 Arquitectura, awarded the Special Mention for Best Refurbishment for Can Teños.

22. Carlos Ávila, CEO of UNO by Real Madrid, receives the Special Mention for Best International Retail Project.

23. Willy de Molina, partner at Deloitte, presents Lara Burgos and Chechu Burgos of Baltum Homes, and Carlos de las Heras and Arturo Fernández of FH2L Arquitectos, with the Special Mention for Best Residential Project for Baltum Homes Boadilla.

24. Andrea Boschetti and Elsa Urquijo, jury members, present Tristán López Chicheri, Managing Director and Senior Partner Architect at L35 Architects, and Borja Fernández del Vallado, Partner Architect, with the award in the Design of the Year category.

25. Santiago López, Head of Real Estate at developer Sotogrande, accepted the Design of the Year award, joined by Héctor Colonques, President of PORCELANOSA Group.

26. Silvestre Segarra, Vice President of the PORCELANOSA Group, with Robert Cabrera, CEO of Princess Hotels & Resorts, recipient of the Special Mention for Best International Hotel Project for Princess Jamaica Hotels & Resorts.

27. Héctor Colonques García-Planas, Commercial Director of Major Projects at the PORCELANOSA Group, presents Valencian businessman Juan Francisco Martínez and María Ángeles Ros, partner architect at ERRE studio, with the Special Mention for Best National Hotel Project for the Grand Hotel Centenari Valencia.

28. Michel Campioni, Global Director of Product Design at Iberostar Hotels & Resorts, winner of the Best Sustainable Project award, presented by Willy de Molina, partner at Deloitte.

29. Manuel López, founding partner of MLOPEZ Arquitectos, received the Special Mention for Best Single-Family Home for Casa LR35.

30. María José Soriano, CEO of the PORCELANOSA Group, presents architect Daniel Millor with a Special Award recognising his social work.

31. Héctor Colonques, President of PORCELANOSA Group, presents architect Alejandro Aravena with the International Architecture Honorary Prize 2025.

32. Family photo of all the winners of the XVI Porcelanosa Awards.





VILLAGE VERDE SOTOGRANDE

ARCHITECTURE STUDIO L35 ARCHITECTS

DEVELOPMENT SOTOGRANDE S.A.



Photos: © Javier Bravo © By Nau Creative / Property development company: Sotogrande.



Living in nature without sacrificing comfort or elegance, while firmly committing to sustainability – that is the essence of this development (the project was promoted by Orion Capital Managers and developed by Sotogrande S.A.) in Sotogrande, one of Andalusia's most captivating locations. Inspired by the whitewashed architecture of southern Spain, the complex features a façade in soft white tones, combined with wood and metal elements. Its rounded forms evoke the coastal setting that surrounds it.

One of the project's goals was to bring the lifestyle of a detached house into a multi-unit development, offering privacy and the comforts of a single-family home within a shared residential environment. The interior design embraces a Mediterranean aesthetic, with rooms bathed in

natural light and finished with noble materials that lend vitality, freshness and warmth. Stone hues predominate, mixed with earthy, green and bluish tones. Furniture and textiles in natural fibres such as jute, rattan, cotton and linen help to visually differentiate the various areas. Wood brings its organic texture to key surfaces, including the dining table and bathroom countertop.

This dialogue with nature extends to energy efficiency, the use of high-quality sustainable materials and the reduction of both acoustic and environmental impact at every stage of construction – earning the complex a BREEAM rating of "GOOD".



Reflecting the aesthetic of the façade, the interior features light tones and noble materials such as wood, creating a distinctly Mediterranean atmosphere. The quality and versatility of the materials supplied by the **PORCELANOSA Group** brands were instrumental in achieving this.

Bottega Caliza porcelain tiles by **Porcelanosa** are used throughout, with a non-slip version outdoors and the **Spiga** finish in the bathroom cladding, including the shower. The freestanding **Slim** bathtub by **Krion** in matt white is another standout feature.



DÖKA CAMPUS

FERNANDA MENA

ARCHITECTURE STUDIO LUXBAU (CARTAGO, COSTA RICA)



A large open sphere housing many of the communal areas pays homage to the megalithic forms of the Diquís culture. The organic, barrier-free design helps the project integrate harmoniously into the surrounding ecosystem. Natural light floods every area, casting dynamic shadows that bring the interior to life. Greenery is used consistently as an aesthetic feature.



This student residence project draws on Costa Rica's pre-Columbian heritage, shaped by the richness of its traditions. The design takes inspiration from the iconic stone spheres of the Diquís culture, which flourished in the country's southeast. These shapes and symbols are reinterpreted to create a space that bridges past, present and future.

The architecture is composed of organic forms reminiscent of the sea, with seamless transitions between indoors and outdoors – a reflection of the ocean's dynamic nature. Functionally, the residential units are arranged around shared spaces designed to foster interaction, exchange and social connection among students from diverse backgrounds. The project pays tribute not only to cultural heritage but also to Costa Rica's extraordinary

marine biodiversity, considered among the richest and most fascinating on the planet.

This tribute is further reinforced through the use of sustainable materials and a site-sensitive approach that respects both coastal and marine landscapes. It expresses a strong environmental commitment and a holistic view of indigenous cultures. As such, these residences not only support academic development but also promote a connection to Costa Rican identity and territory.

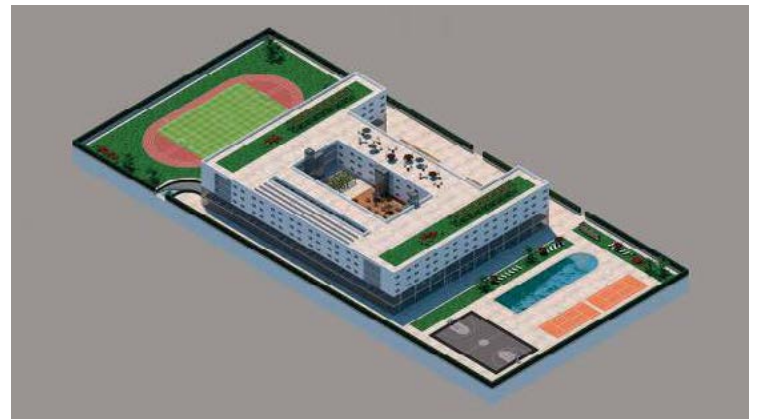
PR - 137

MARÍA YING FERNÁNDEZ ARJONA

UDIT – UNIVERSITY OF DESIGN, INNOVATION AND TECHNOLOGY (MADRID, SPAIN)



The complex is structured into three distinct zones: two open sports areas at either end, and a large central volume housing the rooms, a spacious atrium and other shared amenities. When it came to the interiors, materials from the **PORCELANOSA Group** brands were selected for their quality and durability – essential in high-traffic areas.



This student residence has been conceived as a holistic space that balances its users' individual needs. That goal is achieved through a shared environment that nurtures both personal well-being and environmental responsibility. The complex's first two floors are dedicated to communal facilities, including modern sports amenities: a swimming pool, two tennis courts, a basketball court and a calisthenics area on one side of the central building; and a football pitch surrounded by an athletics track on the other.

These large outdoor spaces promote recreation and social engagement, helping to foster a sense of community and collaboration among residents. This is enhanced by the use of natural colours – predominantly greens and browns – and environmentally friendly construction materials,

reflecting a clear philosophy of integrating the project into its surroundings.

This sustainable vision also informs the building's efficient design, which incorporates renewable energy systems such as reclaimed water and solar panels. Such decisions define this residence – not only as a place to live, but also as an expression of the designer's commitment to the planet's future.

INTERVIEW

ALEJANDRO ARAVENA

***“The architect’s job is to shape the places
where people live”***

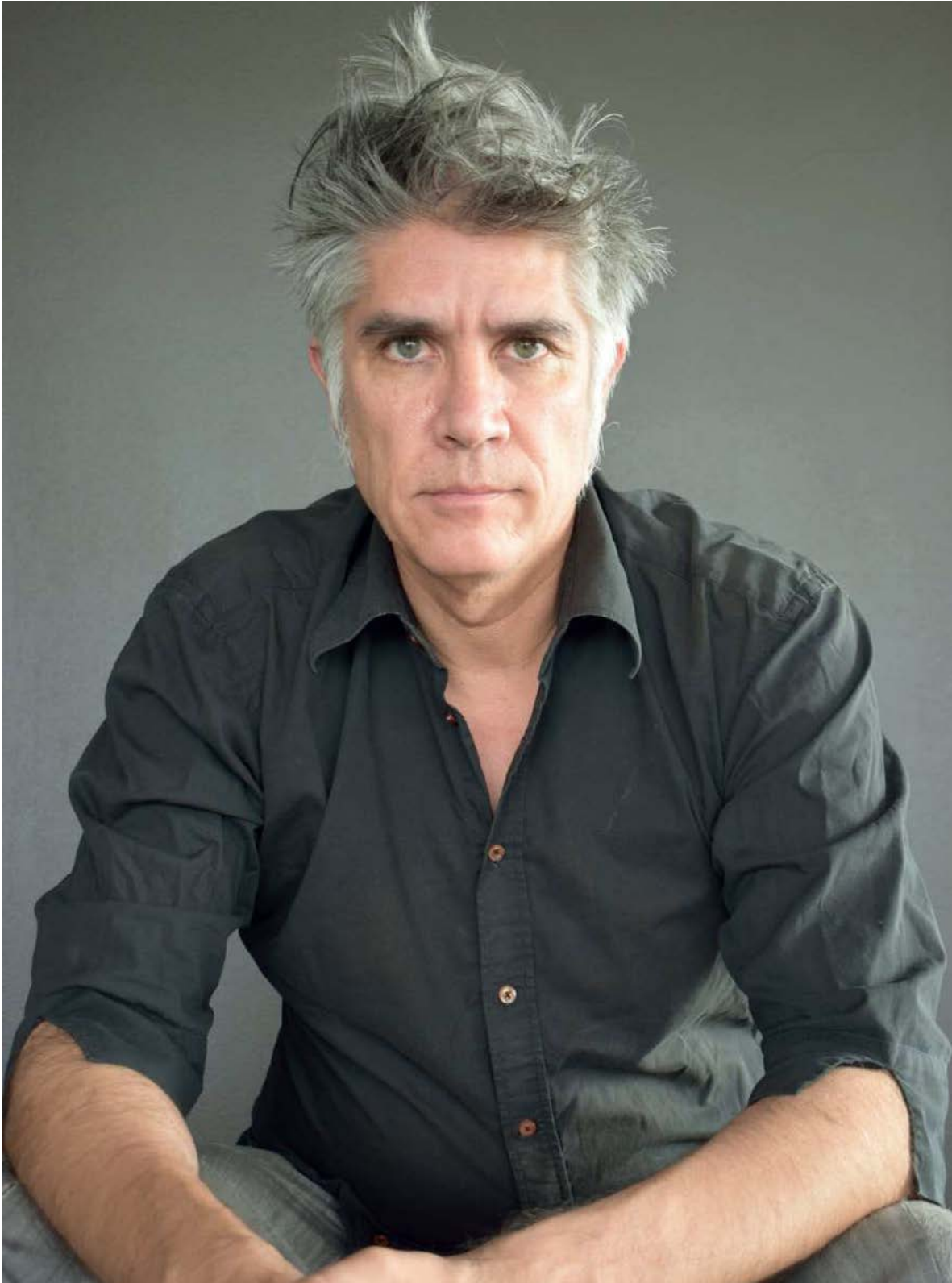


Photo: Filia Aravena.



The Chilean architect, Honorary Award 2025 recipient from the **PORCELANOSA Group**, speaks to *Lifestyle* about his unique concept of the city, how he approaches architectural projects with a strong social focus, his work ethic and the practice of participatory architecture – clear hallmarks of his studio, Elemental.

Text: PAOLA ROCCA

Speaking with Alejandro Aravena – winner of the 2016 Pritzker Prize and current president of these awards, often regarded as the Nobel Prize of architecture – feels like stepping into a realm of form and substance that knows no bounds. His approach to designing and overseeing socially impactful projects has established him as a leading figure in showing how architecture can build a better world.

You have said that “complex problems require synthesis, and if anyone has the power of synthesis, it is architecture.” How do you apply this power of synthesis in projects with a strong social dimension?

Allow me to begin by explaining what I mean by the power of synthesis. The architect’s job is to shape the places where people live; it’s neither more complicated nor easier than that. The key is being able to identify the forces at play that “inform” the “form” of a place. These forces include economic, legal, environmental, political, social and aesthetic factors, at the very least – and often they pull in opposite directions. The greater the complexity, the greater the need for synthesis. Synthesis doesn’t mean ignoring difficult issues or trimming contradictory forces, but rather establishing hierarchies and priorities, integrating all these dimensions of life into a cohesive proposal. At the heart of what we architects do is the project, which is not linear like a report or diagnosis, but simultaneous. With that in mind, social housing is by far the toughest issue – one where there’s

**1 CASA OCHO QUEBRADAS.
COQUIMBO, CHILE.
(2014)**

The design is inspired by the rugged landscape where it sits: a cliff on the coast of Los Vilos, in the Coquimbo region.

**2 BANK FOR INTERNATIONAL
SETTLEMENTS (BIS).
BASEL, SWITZERLAND.
(2023)**

A second square tower to complement the existing circular tower inaugurated in 1977, designed by architect Martin Burckhardt.



no room for guesswork. It's where pressure, especially financial, demands real expertise. The thing about social housing is that it's a complex challenge, and that calls for quality, not just professional goodwill.

On another occasion, you defined the city as “a concentration of opportunities, not just a collection of houses,” referring to the relationship that exists – or ought to exist – between housing and the city. How can we succeed in building – and building well – while keeping people’s well-being in mind, especially in economically fragile environments or those struck by natural disasters?

Well, first of all, you have to speak many languages. You need to speak the languages of economics, public policy, planning regulations, the nuts and bolts of construction, the environment and community engagement, among others. Whilst city-building isn't solely an architectural concern, the way we enter that conversation is by doing what we do best: projects.

Secondly, it's crucial to spend time at the outset agreeing on what the real issue is; there's nothing worse than effectively addressing the wrong one. So, instead of coming in with your own creative agenda and trying to persuade others of a specific solution, you need to set that aside and fully embrace the problem with all its constraints. If this isn't done, projects remain on paper – maybe interesting for publication or exhibitions – but they won't make a positive impact on society.



The goal of his studio, Elemental, is to create synergy and foster reconciliation between all parties involved in the projects. What does participatory design mean to you?

As I said before, the first step is agreeing on the issue. Second, it's about informing and communicating the constraints involved, because in complex or fragile contexts you have to manage the risk of creating false expectations very directly. Finally, though there are other aspects, I would say it's about setting priorities; families who have spent their lives ‘squeezing milk from stones’ know better than anyone how to manage scarce time and resources. In that sense, participatory design is not only a democratic intention – so to speak – that seeks to listen and thus legitimise a process; it also aims to pool the knowledge that people have.

**3 VILLA VERDE
CONSTITUCIÓN, CHILE.
(2012–2013)**

A social housing project of 484 units located in the heart of a timber-producing region.

**4 ENERGIAS DE PORTUGAL.
LISBON, PORTUGAL.
(2024)**

Spanning 23,800 m², it includes offices, breakout spaces, informal meeting areas and a café open to the public.

**5 ANACLETO ANGELINI
INNOVATION CENTRE.
SANTIAGO, CHILE.
(2014)**

A building designed to promote connections between the university and the business world.



How much of an architectural proposal should be based on rules, how much on principles and how much on intuition?

One hundred per cent of each – so 300% in total – but in a certain order. You start by setting the rules through accepting the constraints of the problem. Then you take the leap into the void that every project's blank page represents. This is the key difference between a consultant and an author: a consultant studies the problem and hands the information to whoever hired them to make the decision; an author takes the risk of proposing a possible solution to their client. Since you can't wait to have everything perfectly clear before taking that leap, intuition lets you move forward with partial or incomplete information. Finally, principles – as their name suggests – come before anything else begins, and more than being just an ethical or moral matter, they help prevent confusing means with ends.

In 2019, the *Financial Times* highlighted Casa Ocho Quebradas as one of the four best houses in South America. What geographical, social and environmental features stand out to you about the continent in relation to architecture?

I don't think they're very different from anywhere else, in the sense that to understand anything – architecture or otherwise – you have to listen before speaking. Perhaps the nuance is that everything is more radical here, and I believe that's good for architecture. For better or worse, we are more exposed to the elements, and in those

“Participatory design is not only a democratic intention – so to speak – that seeks to listen and thus legitimise a process; it also aims to pool the knowledge that people have”

circumstances, you either come out stronger or you disappear.

It's clear that ethics are important in your life and work. Where does aesthetics fit in?

I wouldn't want to give the impression, even for a second, that what we do has any moral superiority. The only ethics we might have is a work ethic. We are very disciplined and rigorous. I wouldn't go beyond that. What about aesthetics? It's like handwriting: you can't avoid it. So don't pay too much attention to it, or you might come across as affected.

Let's talk about materials. Can new materials help to meet the challenges of stressed or overcrowded cities?

I have no prejudice against either new or old materials. If you see them as tools in a toolbox, you use whichever one is appropriate. And for that, your toolbox needs to be as big as possible – if you only have a hammer, every problem looks like a nail.

As a university professor, what lessons would you like to pass on to future architects?

They need to embrace nerdiness and iconoclasm in equal measure.

GRAND HOTEL CENTENARI VALENCIA
VALENCIA / SPAIN

Style and personality

A carefully executed refurbishment has transformed this historic building in central Valencia into a must-see destination. This exceptional project was recognised with the Porcelanosa Award for Best National Hotel Project.

Text: PACO MARTÍNEZ **Photos:** ADRIÀ GOULA PHOTO, COURTESY OF ERRE / MIGUEL MERINO, COURTESY OF GRAND HOTEL CENTENARI VALENCIA

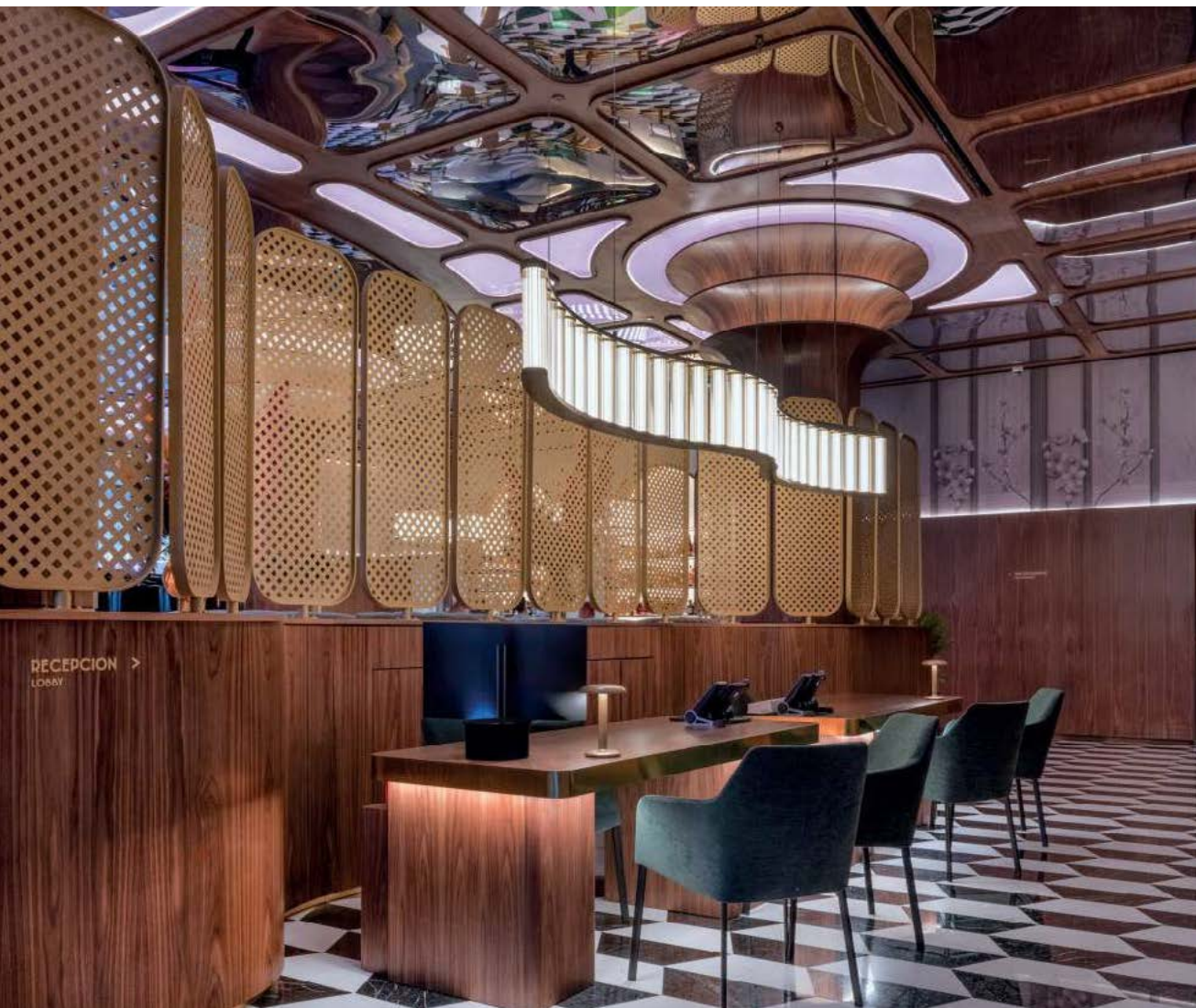


ABOVE: the magnificent Grand Hotel Centenari Valencia stands proudly in Plaça de l'Ajuntament, the heart of the Valencian capital.

RIGHT: the geometric flooring in the spectacular lobby features a bespoke hexagonal mosaic, combining two natural stones from **L'Antic Colonial** in shades of green and white. The effect is heightened by the contrast with the furniture and wooden columns. A grand piano on a raised platform completes the strong personality of the space.







Elegance, sophistication, luxury, warmth, heritage, cosmopolitan flair... all qualities that define a hotel which has already become a symbol of Valencian architecture. Its privileged location in Plaça de l'Ajuntament reinforces the identity of the Grand Hotel Centenari Valencia, a name that honours the building it occupies – constructed in 1925 by architects Santiago Esteban de la Mora and Ignacio de Cárdenas Pastor.

Once a symbol of modernity in its time, the building has reopened a century later with the same ambition, boasting seven floors and 53 exclusive rooms. Francisco Martínez, entrepreneur, owner and driving force behind the project, says: "This building is part of Valencia's collective memory. Restoring it and transforming it into a hotel with soul has been a thrilling challenge. We want every stay to be a unique experience, so that visitors feel the history and character of the city from the very first moment." A bold and successful goal, also supported by ACHM Hotels by Marriott, who manage the hotel and bring the latest trends in hospitality to guests. "This hotel is set to become a new icon – one that honours its heritage while embracing the future with





PREVIOUS PAGE, TOP: the Art Deco-inspired reception area interior creates a warm atmosphere, enhanced by the contrast with the natural stone hexagonal mosaic flooring by **L'Antic Colonial**.

PREVIOUS PAGE, BOTTOM: the bathrooms in the communal areas feature **Gravity Aluminium Shell Gold** mosaics by **L'Antic Colonial**. The installation was completed using **Politech** adhesive and **Colorstuk 0-4 Marfil** grout, both by **Butech**. Washbasins are made from **Krion® Lux L505 Beige Marfil**.

ABOVE: the central lobby bar exudes a distinctly New York vibe, with a brightly lit white counter paired with stools, set amid wooden furnishings and natural stone mosaic flooring.



LEFT: in the high-ceilinged bedrooms, wood-effect vinyl flooring from **L'Antic Colonial** was chosen for its warmth and elegance.

BELOW: the shower cubicles feature the **Terra Bone** model by **Porcelanosa**, combined with the **Kit Rejilla Lineal Eco Revestible** drainage kit from **Butech**. A notable detail is the exclusive engraving service by **Porcelanosa** – “The Original Brand”, a hallmark of quality, innovation and style. Fixtures include the **Lignage** shower head and water outlet, the **Minimal 1** shower handle and the **Rondo** shower arm, all by **Noken** in brushed gold.

RIGHT: bathroom floors are finished in **Figure Shell Light** natural stone mosaics, installed using **Colorstuk 0-4** white grout and **Super-One** adhesive from **Butech**. In the washbasin area, sinks made of **Krion® Lux L903** and countertop crafted from **Krion® Lux L505 Beige Marfil**, paired with the **Round** high-spout single-lever tap in brushed gold by **Noken**.



a unique and sophisticated offering in one of the city's most emblematic buildings,” explains Antonio Catalán. The refurbishment was designed by the Valencian architectural studio ERRE. Inspired by the Chicago School – pioneers in the use of new materials and techniques – and the timeless elegance of Art Deco, the interior spaces are carefully defined. Their vision was to respect the building's history while adapting it to the standards of a five-star hotel, meeting the BREEAM certification criteria for sustainable construction.

The project incorporated a carefully chosen selection of high-end materials and products from the **PORCELANOSA Group**. The result stands out thanks to the combination of geometric forms and noble materials, the carefully curated warmth of the rooms and the meticulous detailing in the bathrooms. Guests can also enjoy Soul of 1927, an all-day dining venue inspired by French bistros and American culinary culture, or head to the rooftop bar, offering spectacular views over Valencia.





Places of passion

Real Madrid has opened its first restaurant in Mexico City – launching a project that aims to offer a unique experience for fans and anyone with a passion for sport and good food.

Photos: ADRIANA POLO



ABOVE: the bright, spacious entrance to the venue, filled with natural light, with the Real Madrid merchandise area to the right. The flooring throughout is **Bottega Acero** porcelain by **Porcelanosa**, lending the space an understated, refined atmosphere.

NEXT PAGE: the same **Bottega Acero** flooring continues across the venue's various spaces – the official shop, the restaurant area and the screening room where guests can watch matches or attend events. The two monochrome counters in the shop (shown above), in white and black respectively, are made from **Krion® Lux** solid surface material in **0904 Pearl Nature** and **9905 Elegant Black** finishes.



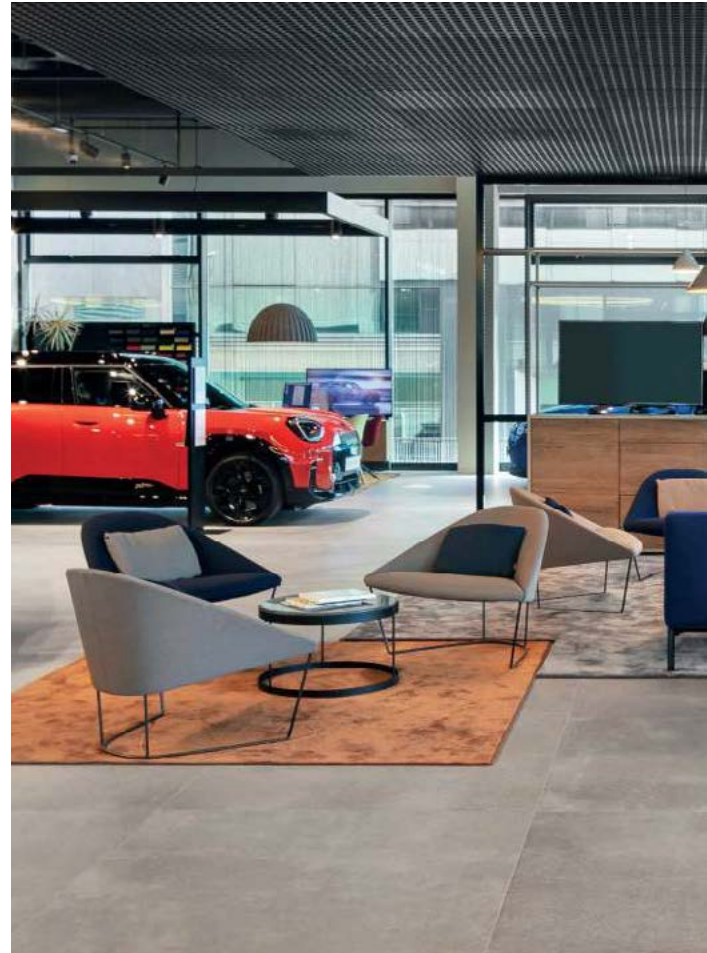
Recognising its global reach – with more than 600 million fans around the world – Real Madrid teamed up with the San Pablo Group to launch the UNO by Real Madrid brand in 2023. The original ‘fast casual’ concept was designed as a space where love for the club and a taste for high-quality cuisine could come together. Mexico City was chosen for the first location – a city known for the passion with which its people embrace both food and football.

The inaugural venue opened on Avenida Presidente Masaryk, at the heart of the vibrant and bustling Polanco district, and features design elements and materials from the **PORCELANOSA Group** brands. Madrid fans – and anyone simply looking to enjoy a relaxed, welcoming setting – will find three distinct areas: a shop offering official kits, exclusive fashion and collectables; a restaurant serving smash burgers, shakes, desserts and breakfasts made with premium ingredients; and a screening room with large-format screens where visitors can experience the full excitement of match days.

An environment that elevates the brand

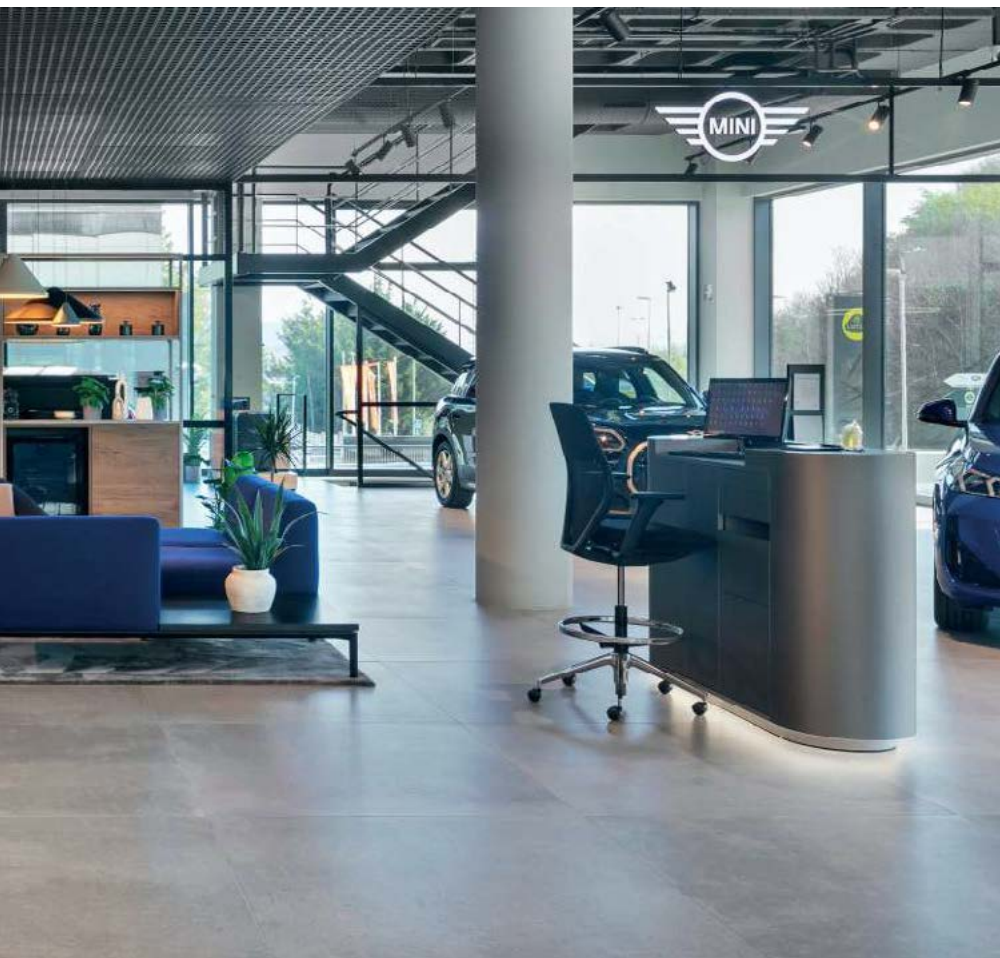
BMW Group is redefining the design of its dealerships with a fresh new concept that blends the best of the physical and digital worlds to create unique spaces that enhance the customer experience.

Photos: ROBERTO GARCÍA



This BMW Group dealership in Erandio (Vizcaya) is one of the first to undergo the radical transformation brought about by the implementation of the Retail. Next concept. In the pursuit of the finest materials, **Bottega Acero** large-format porcelain tiles by **Porcelanosa** were chosen for their quality. With a matt cement finish, the flooring provides a seamless and open base on which the vehicles are displayed in each area. The installation was completed using **Butech** fixing materials, including **Fr-one** adhesive and **Colorstuk Rapid Manhattan** grout. This warm yet neutral atmosphere is enhanced by a newly renovated façade featuring a curtain wall system with lacquered aluminium and glass panels, which help to soften the natural light coming from outside and moderate the ambient temperature. In addition, each space features bespoke furniture and lighting, enhancing the premium look and feel of the dealership.





BMW Group's commitment to the new Retail.Next concept seeks to transform the brand experience for its customers through an ambitious redesign of its dealership network in Spain. These dealerships will become meeting places that reinforce the corporate identity and image of the brand, one of the most established and prestigious in the automotive sector. Pablo Ramírez, the project's lead architect, explains: "Retail.Next places the customer at the centre, creating a flexible, warm, cutting-edge and welcoming environment, where every aspect is focused on their needs." The objective is clear: "To implement the best *phygital* (physical and digital) journey to create a rewarding experience and maximise loyalty, strengthening the emotional connection with our customers."

This connection is reinforced by a new, more flexible and scalable environment, with a single floor and ceiling across all brands and areas, and exclusive furniture for each zone. All of this is built on four key pillars: sustainability, driven by BMW's ecological awareness applied from the very start of the production process; a customer-centric approach, placing the customer at the heart of the experience; flexibility in design, adapting spaces to meet customer demands, employee needs and the specific characteristics of each building to create a more pleasant and healthier environment; and exclusivity in the selection of high-end materials and finishes, reinforcing the Munich-based brand's premium identity. A revolution that serves as a roadmap for the future, where people decide how they live and share the experience of joining the BMW Group universe.

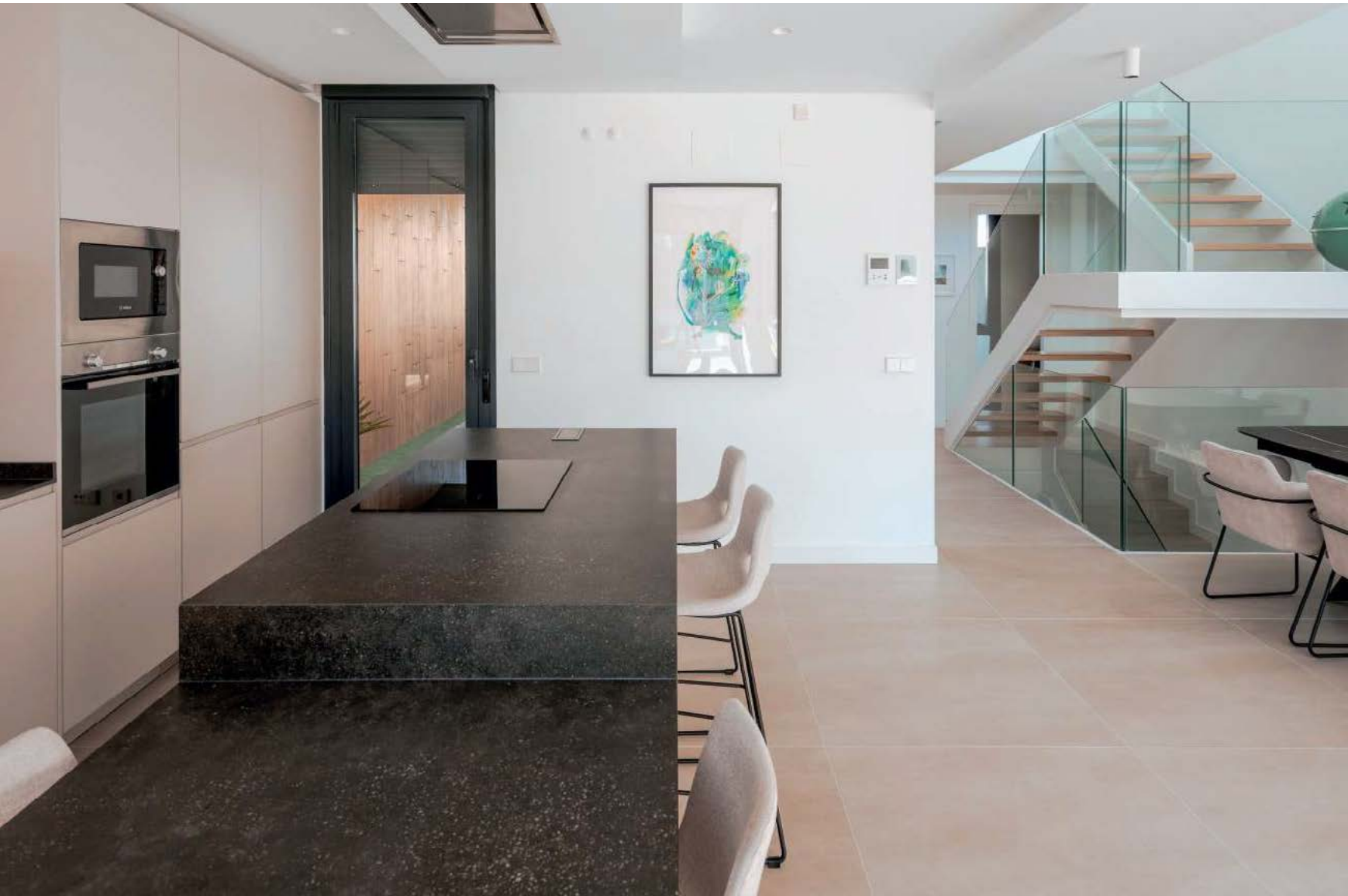


BALTUM HOMES MADRID / SPAIN

An elegant and timeless development

This single-family housing development is characterised by a design that plays with geometry and volume to create a serene sense of balance, combining comfort with functionality.

Photos: ALBERTO CUBAS





The complex is organised around a large central space, with a communal swimming pool as its focal point. The exterior of the terraced houses is marked by cubic volumes. Their façades are clad in finishes by **Porcelanosa**. Inside, the rooms and shared areas are unified by **Urban Natural** flooring by **Porcelanosa**, which is also used in a non-slip version for the outdoor areas. In the kitchen, the central island is clad in **Bottega Antracita** by **XTONE**, paired with white cabinetry from **Gamadecor**. The bathrooms are fitted with basin and shower taps and accessories by **Noken**. The **Spirit** countertop and **Smart** oak furniture by **Krion** are combined with **Urban Natural** by **Porcelanosa** on floor and walls.

The project aims to combine contemporary design, functionality and sustainability in a development that integrates seamlessly with its natural surroundings, in this case, the Madrid municipality of Boadilla del Monte. Designed by architectural studio FH2L Arquitectos, the complex comprises 34 semi-detached homes arranged around a circulation route that follows the natural contours of the land, grouping the dwellings into several distinct clusters. These are set around a central communal park, which features landscaped areas, seating zones, spaces for physical activity and a main swimming pool – creating a dynamic yet inviting environment and clearly distinguishing between public and private space.

Each home is laid out over two above-ground floors and a basement level with two parking spaces. A central courtyard within each house provides vertical connection and brings natural light into every floor. When defining the interior architecture, the choice of materials was crucial. The finishes needed to meet the highest standards of quality while offering enough flexibility to tailor each home to the future residents' preferences. For this, a wide range of products from the **PORCELANOSA Group** firms have been used, both in the floor and wall tiles as well as in the bathroom fittings, which has allowed for the creation of visually powerful and cohesive spaces.



INTERVIEW **ERIKA HARMS**

Hotels for a sustainable world

Iberostar leads a global commitment to designing hotels and resorts that combine exceptional beauty and comfort with a deep responsibility towards their surrounding environment. We interviewed Erika Harms, Global Director of Sustainability.

Text: PAOLA ROCCA





The colours and textures of the Caribbean inspired the materials used in a project that required a custom-designed, stone-effect porcelain tile to serve as a unifying element across key spaces such as bedrooms, bathrooms and terraces. The materials supplied by **Porcelanosa** were specifically tailored to meet the demands of this challenge.

ABOVE: in this sea-view suite, the bath is the **Soleil Square** model by **Noken**. To lay the flooring, jointing material by **Butech** was used.

LEFT: situated on the outskirts of Oranjestad, the capital of Aruba, the architecture of the JOIA Aruba by Iberostar resort opens onto the soft, warm sands of Eagle Beach, considered the finest beach in the Caribbean.

The arrival of Erika Harms at Iberostar reinforces the Group's unwavering commitment to protecting the ecosystems that surround all of its resorts. Erika Harms previously worked at the World Resources Institute and brings over ten years of experience in leading and designing transformation strategies in responsible tourism and the sustainable ocean economy – recognised by the most prestigious international organisations.

You are the Global Director of Sustainability and Director of Science, Innovation and Destinations at Iberostar Group. Can you explain the core elements of your work and the main challenges you face?

At Iberostar, sustainability is at the heart of everything we do. This commitment is tangibly reflected in the day-to-day operations of our hotels.

We are part of a tourism group with over 68 years of history in the sector and a strong long-term vision. In this context, our commitment to sustainability runs deep. We bring it to life through Iberostar's Wave of Change – a movement we launched in 2017 that now serves as our roadmap for sustainability. We believe that by applying responsible business practices across all our operations and our entire value chain, we can inspire collaboration and promote a tourism model that is sustainable over time.

We tackle ambitious challenges such as reducing carbon emissions, protecting marine life, promoting healthier food and eliminating plastics – all while ensuring our guests enjoy an excellent holiday experience. This is made possible thanks to the collaboration of our Iberostar team and various partner organisations. To achieve this, we rely on a comprehensive strategy based on innovative solutions across seven focus areas: Caring for Our People, Destination Stewardship, Nature, Blue Foods, Climate Action, Circular Economy and Responsible Growth.

"Our approach includes initiatives such as restoring marine and terrestrial ecosystems, reducing emissions, implementing circular economy principles and ensuring responsible sourcing"

The Iberostar Group is leading the Iberostar Wave of Change movement. What is your role, and what are your objectives?

Through Iberostar Wave of Change, we aim to drive positive change both inside and outside our hotels. Our goal is to build a responsible business model that balances environmental care and social impact with profitable growth.

Our approach includes initiatives such as restoring marine and terrestrial ecosystems, reducing emissions, implementing circular economy principles and ensuring responsible sourcing. We are committed to developing transformation strategies alongside expert teams, public-private sector partners and academic institutions. We also care deeply about our staff – fostering their wellbeing and development – and work closely with local communities to help them thrive.

In addition, we believe in forming strategic alliances with both international and local organisations, as collaboration is essential to amplifying the impact of our initiatives and driving systemic change. In 2024, for example, we launched our Destination Stewardship programme, which has strengthened local efforts in various destinations through new partnerships designed to extend our reach and deliver more effective, context-specific solutions.

The efforts of my team and I are focused on ensuring that these areas evolve in a coordinated and effective way – with concrete actions and real, measurable impact.

How many people work on Iberostar Wave of Change, and in which specialities?

Iberostar Wave of Change is not just a team within Iberostar; it represents a philosophy integrated throughout all our operations. That said, if we look at those specifically working in this area, we have a team of more than 35 specialists – including marine biologists, decarbonisation experts, circular economy specialists and environmental scientists. We also have our dedicated 3R team (Reduce, Reuse, Recycle), made up of over 250 people worldwide, who focus exclusively on waste management and optimising resources across our hotels.

Tourism and nature conservation. How can collective awareness for a sustainable future in the tourism industry be fostered? What organisations does Iberostar Group work with?

Tourism and biodiversity are closely linked. In fact, around 80% of the value of tourism-related products

and services depends directly on nature. Protecting it is not just a responsibility – it's a necessity if the industry is to remain sustainable.

At Iberostar, we take a holistic approach to conservation. This includes coral, coastal dune and mangrove restoration initiatives in the Caribbean, carried out in collaboration with local organisations focused on regenerating ecosystems. In Aruba, we launched the Shoco Sanctuary, the island's first refuge dedicated to preserving the native burrowing owl. In partnership with Aruba Birdlife Conservation (ABC), the sanctuary protects 20% of the island's entire owl population.

Internationally, we work with organisations such as UN Tourism, the World Travel & Tourism Council (WTTC) and the World Sustainable Hospitality Alliance (WSHA). We have also been recognised for our participation from COP 25 to COP 29, as well as at the World Economic Forum.

In your experience, is it possible to restore severely degraded ecosystems, such as coral reefs?

The baseline situation is complex. Coral reefs are severely threatened by the effects of climate change and restoring them presents numerous challenges across different destinations. In response, we have developed three Coral Labs in the Caribbean, where we research coral resilience and test innovative strategies to improve their adaptation to climate change. In the Dominican Republic, we are part of an international consortium



ABOVE: the spa area features a welcoming interior design, with standout elements including metallic-effect ceramic wall cladding by **Porcelanosa**. Niche wall features evoke the gentle texture of water ripples. The parts have been secured using **Flexitec Pro White** by **Butech**.

OPPOSITE PAGE, TOP: the **Deco Vetri Green** wall tiles and the large-format **XLIGHT Ars Beige** by **Porcelanosa** create a warm, inviting space dominated by earthy and aquatic tones. The bench is created from **Krion® Lux L505** solid surface, with **Forma** washbasins and **Lounge** taps by **Noken**.

RIGHT: in this rest area, the flooring is **Matt White L** and the cladding is **Baltimore Contour White** cladding, both by **Porcelanosa**.



working to preserve coral DNA by creating a kind of genetic library. The aim is to safeguard the long-term viability of coral species and support the restoration of degraded populations. Collaboration with universities and research centres plays a crucial role in this effort, allowing us to apply nature-based solutions to protect these vital ecosystems.

How do you tackle such complex issues as decarbonisation, food safety, marine conservation and reducing plastic use?

By implementing a range of measures that address everything from cutting emissions to protecting marine biodiversity. By 2024, we had already made significant progress in reducing our direct emissions – cutting them by over 70% in Spain alone. This was achieved through lower energy consumption, the installation of heat pumps and the fact that our hotel operations in Spain, Brazil and Montenegro now run entirely on renewable energy.

Food is another major focus for us. For instance, we strive to ensure that the fish and seafood we serve are responsibly sourced, working closely with local fishing communities to promote sustainable practices. In destinations such as Aruba, we help protect turtles and other marine life, making sure the ecosystems surrounding our hotels remain healthy.

When it comes to waste management, we continue to make progress through circular economy strategies. In 2023, we reduced the volume of waste sent to landfill by 60% compared to our 2021 baseline. This was achieved thanks to the efforts of our 3R teams, collaboration across hotel departments and partnerships with local waste management organisations in the destinations where we operate. We believe it is possible to operate more efficiently by embedding sustainability into the guest experience, while maintaining the highest standards across every aspect of their stay.

Will artificial intelligence support global sustainability projects?

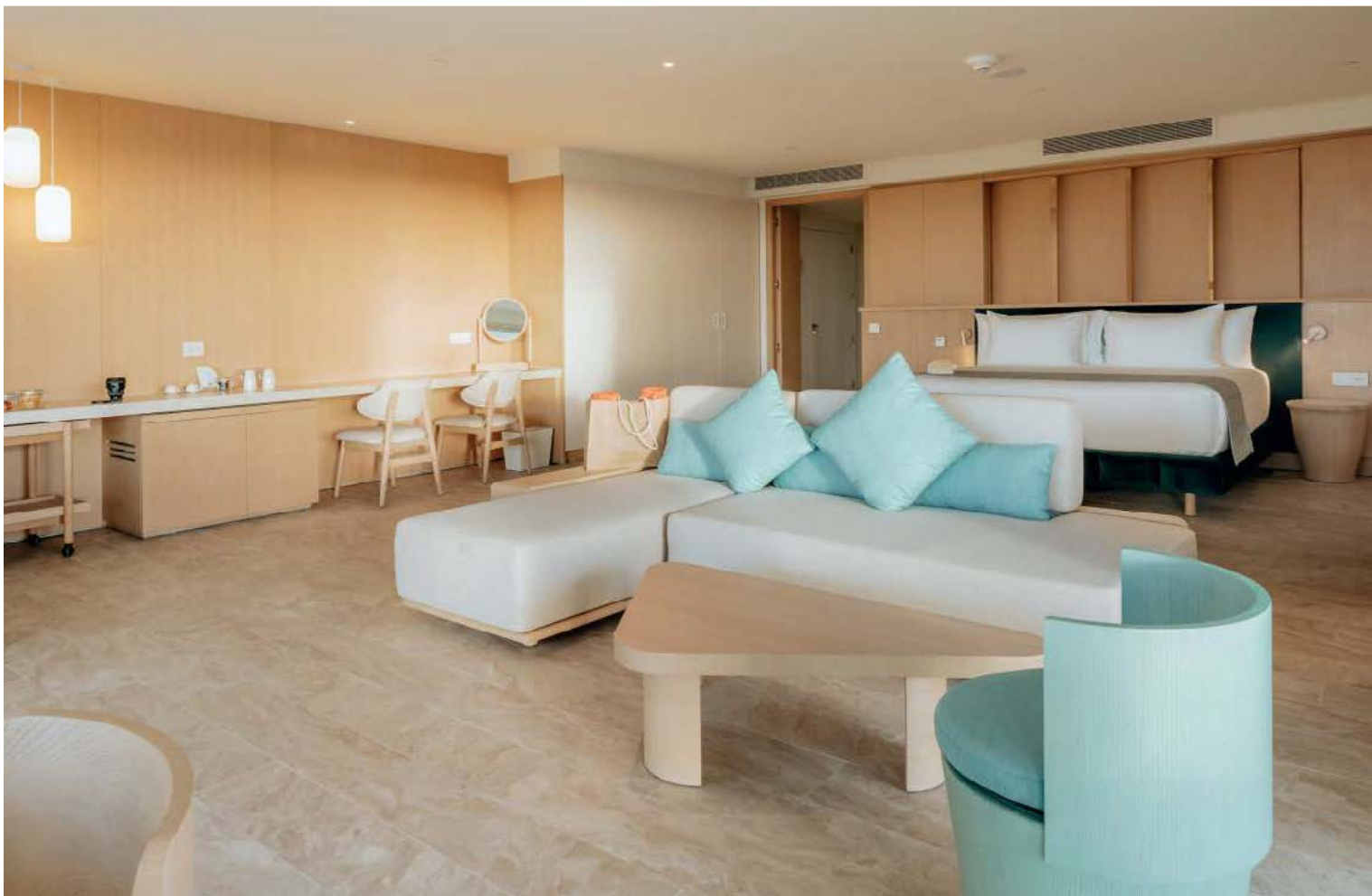
Artificial intelligence (AI) is proving to be a valuable ally in the transition towards a more efficient and environmentally respectful tourism model. At Iberostar, we work with Winnow, an AI system implemented in our kitchens to reduce food waste – currently in operation at 60 of our hotels.

We are also developing BRAIAN, an AI-based system that analyses variables such as hotel occupancy, weather data and energy consumption in real time to optimise climate control systems. The goal is to ensure guest comfort while enhancing the energy efficiency of our hotels. Its implementation plays a strategic role in accelerating our decarbonisation agenda.

In this feature, we showcase the stunning resort JOIA Aruba by Iberostar. The beaches of this wonderful island have been named the best in the Caribbean and the second-best in the world. How does the hotel help support the sustainability of its surrounding ecosystems?

From the outset, JOIA Aruba by Iberostar was designed according to passive circular design and energy efficiency principles, minimising environmental impact at every stage of the project and creating a positive effect on the surrounding environment. The hotel is fully electrified, operates with 40% renewable energy and features advanced energy consumption management systems. JOIA Aruba was developed using our sustainable building manual. Its reduced environmental footprint is the result of collaboration with both international and local teams, reduced raw material use and the selection of building systems and materials containing recycled content and generating lower emissions.

The resort is also part of Compost Alliance Aruba – a joint initiative with other hotels and local partners aimed at improving organic waste management and significantly reducing landfill contributions. We are also deeply committed to biodiversity protection on the island, working with initiatives to preserve local flora and fauna and helping to ensure that Aruba's natural beauty is both safeguarded and enhanced. Sustainability



"Working with PORCELANOSA Group has allowed us to combine timeless design, durability and sustainability in our hotel construction"



systems for structural components, façades and bathrooms. This approach, enabled by partnerships with local and international companies, has helped us cut waste, optimise material use and design with a focus on easy disassembly. We've worked closely with our suppliers to ensure that many of the materials used – such as concrete and steel – contain recycled content. The same applies to elements in the guest rooms, including ceramic tiles and aluminium window frames. The furniture, meanwhile, is made from wood certified as sustainably sourced.

Can you tell us how you have worked with PORCELANOSA Group in selecting materials across the resort?

Collaborating with **PORCELANOSA Group** – a Spanish company with a strong track record in high-quality materials – has allowed us to combine timeless design, durability and sustainability in our hotel construction. Material selection is based not only on aesthetic and functional criteria but also on reducing environmental impact, ensuring that surfaces are hard-wearing and require less maintenance over time. By combining innovation, quality and environmental responsibility in our material choices, we create spaces that are environmentally respectful and maintain their beauty over the long term.

What are the keys to a responsible tourism model?

Achieving carbon neutrality by 2030 is one of our most important goals. This is supported by our circular economy strategy, which includes waste reduction and the complete elimination of single-use plastics. We are also actively restoring marine and terrestrial ecosystems. By the end of 2024, we will have planted more than 19,000 mangroves and 58,000 coastal plants, and we are driving the propagation and replanting of hundreds of coral micro-fragments in our nurseries in the Dominican Republic, Mexico and Jamaica. We are establishing new conservation areas and have reached over 90% responsibly sourced seafood – a key milestone on our path to achieving 100% across our supply chain.

TOP OF THIS PAGE: throughout the complex, the flooring in this rest area is custom-designed porcelain stoneware by **Porcelanosa**, with a natural stone appearance.

ABOVE: **Soleil Square** bath by **Noken**. The base of the bath is clad in **PAR-KER® Minnesota Cream** by **Porcelanosa**.

PREVIOUS PAGE, TOP: bathroom bench made from **Krion® Lux A504**. Chrome-plated **Curve** single-lever mixer by **Noken**.

The porcelain decoration in the bathroom cladding stands out, capturing the essence of the **Rivoli** series by **Porcelanosa**.

PREVIOUS PAGE, LEFT: the countertop defining the wall of the spacious bedroom is **Krion® Lux L505 Beige Ivory**. **Porcelanosa** flooring fixed with **Flexitec Pro White** adhesive by **Butech**.

at JOIA Aruba goes beyond infrastructure – it also embraces its social and economic impact.

What does your sustainable design and construction manual involve?

Our manual sets out clear criteria for developing hotels with minimal environmental impact. It ensures energy efficiency, responsible material use and climate adaptation. Although we do not follow a specific certification, the manual is inspired by LEED principles and incorporates key elements of sustainability tailored to the needs of the hospitality sector and the destinations where we operate. The document features a guide of over one hundred measures for decarbonising buildings, promoting responsible resource consumption, reducing waste and creating spaces that benefit both people and the environment.

It has become an essential tool for the architects and engineers we work with, promoting circular economy principles across both new hotel builds and renovations. At JOIA Aruba, we opted for prefabricated construction

CASA LR35 ALCALÁ DEL RÍO / SPAIN

The right shape

Meeting the clients' needs was the guiding principle behind this project – a single-family home whose form is shaped by an imposing megalithic wall. This architectural element defines the relationship between the different volumes, while also creating an exterior that plays with the natural light.

Text: ABRIL CANO **Photos:** FERNANDO ALDA



ABOVE: the evening light enhances the volumes of the building, drawing attention to the wall that forms the backbone of the design. Made from **XTONE Astana Grey**, the wall stands out for its striking graphic effect.

To maintain the modular continuity of the stone cladding, the project used the **XTONE** ventilated façade system by **Butech**, with visible fixings on the exterior and concealed ones indoors. The exterior flooring and the pool basin are finished in **Durango Bone** by **Porcelanosa**, with a non-slip surface in the areas closest to the water.

NEXT PAGE: the megalithic wall's geometry breaks subtly to create a passage to the swimming pool, blending the architecture with the surrounding landscape. **XTONE Astana Grey** provides a striking framework that plays with light and shadow.





ABOVE: the main door offers a material contrast to the **XTONE Astana Grey Nature** wall.

LEFT: **XLIGHT Ars Beige Polished** by Porcelanosa is used as continuous flooring across the interior, linking the entrance hall and open-plan living-dining area into a single continuous space.

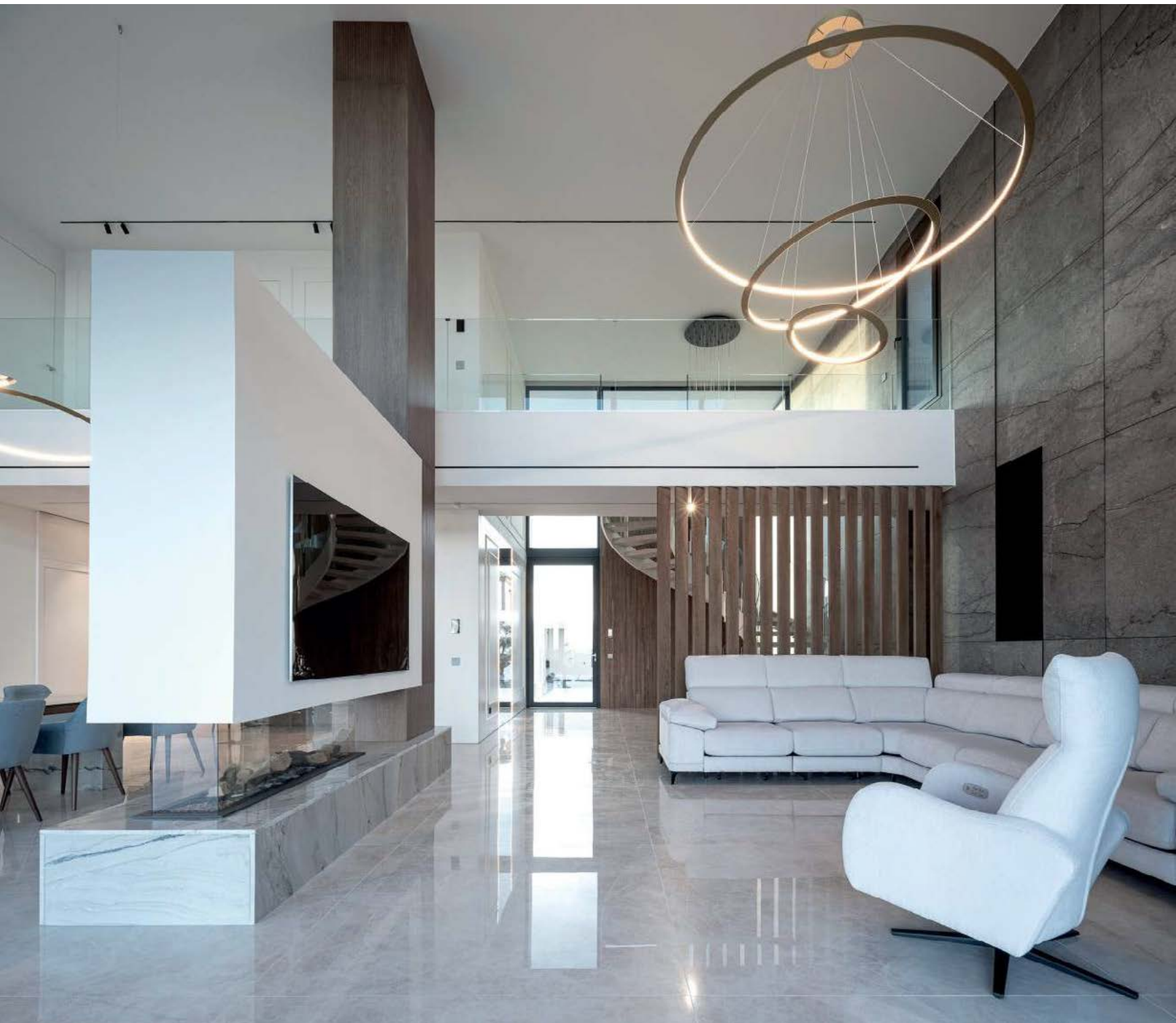
OPPOSITE PAGE: the interior is spacious and open-plan, with uninterrupted lines of sight. The refined finish of **XLIGHT Ars Beige Polished** complements the more imposing character of **XTONE Astana Grey**. The two levels are connected by a cantilevered staircase by **Butech**.

Located in Alcalá del Río, a town bordered by the Guadalquivir River and surrounded by farmland in hues of green and gold, this single-family house immediately draws the eye with its bold, open presence. Designed by Seville-based practice MLOPEZ Arquitectos, the structure is composed of clean, rectilinear volumes that draw the gaze towards the horizon.

The house comprises a ground floor and an upper level reserved for rest areas, hidden from view and connected to the ground floor by a cantilevered staircase. The sense of openness is preserved throughout the ground floor,

enhanced by consistent flooring and large windows that bring in abundant natural light.

The aesthetic of the façade respects the traditional white of Andalusian houses. Yet the architects sought to introduce a distinctive feature: a large stone wall that organises the layout, creating two asymmetrical planes that encourage the interplay of light and shadow. It also unifies the design and acts as the central element around which the interior spaces are arranged. This is an original and materially expressive design, to which the products of the **PORCELANOSA Group** firms have contributed.





Few places are as seductive as Jamaica, a destination that offers so many possibilities to the traveller – whether a family wanting to enjoy time with their children or adults seeking a place of relaxation where they can reconnect with themselves. It was for this reason that the Spanish hotel group Princess Hotels & Resorts found it easy to choose this Caribbean jewel as the site for its new venture: a dual resort made up of two complexes with different visions – Hotel Princess Grand Jamaica, conceived as the ideal family destination, and Hotel Princess Senses The Mangrove, a sophisticated adults-only property.

Robert Cabrera Plana, CEO of Princess Hotels & Resorts, highlights: “Famous for its natural beauty, rich culture and warm hospitality, Jamaica is a dream destination. That’s why we knew we had to raise the standard of quality and services even further, so that our

ABOVE: aerial view of the Princess Hotels & Resorts complex in Jamaica. Foreground: The exclusive overwater villas at Princess Senses The Mangrove.

RIGHT, CENTRE: private pool areas at the Princess Grand Jamaica Hotel, with uninterrupted continuity created by **PAR-KER® Vancouver Brown** anti-slip paving from **Porcelanosa**. The installation used the high-performance grout **Colorstuk Especial Oak** by **Butech**.

RIGHT, BELOW: the project required a material that could maintain continuity with the essence of coral stone.

Porcelanosa created a bespoke version with a matching aesthetic, incorporating marine fossils to provide a unique character. An anti-slip finish was added for outdoor suitability.

resorts would become a benchmark and the preferred choice for our clients within the country.” The chosen location was Green Island, a small locality in the parish of Hanover, in the north-west of the island. A land of sugar plantations, known for its market, it retains an exceptional natural setting, which gives it great tourism potential. Princess Hotels & Resorts has made an ambitious commitment to this spot: the construction of over 2,000 rooms, the first 1,005 of which are located in the newly opened complex.

Princess Grand Jamaica has been designed for multi-generational travel, taking inspiration from the company’s properties in countries such as Mexico and Spain. It offers seven themed zones, a carefully curated and diverse recreational programme and a wide variety of room categories – including 590 spacious family suites and options with direct beach access. Adventure,



PRINCESS HOTELS & RESORTS JAMAICA
GREEN ISLAND / JAMAICA

Ecosystem in paradise

One of Spain's foremost hotel chains consolidates its presence in the Caribbean with this dual resort, where elegance, comfort and an architectural identity that respects the local environment coexist in harmony.

Text: PACO MARTÍNEZ





Coral stone, developed specifically by **Porcelanosa** for the project, is used across wall and floor surfaces. Versatile, distinctive and refined, it provides the ideal backdrop for an interior design with meticulous attention to detail. This is complemented by other high-quality construction materials from the brand, such as **PAR-KER® Vancouver Brown** flooring in shared spaces – corridors, terraces and the solarium – and **Paonazzo Biondo Silk** cladding in the restaurants. All surfaces are finished with **Butech** joint materials.

A robust corporate social responsibility programme was also launched, providing educational materials to local schools and contributing to the development of the area's emerging tourism industry.

The challenge of reducing the environmental energy impact was another major focus. "This project was oriented towards energy independence from the very beginning, in order to minimise that impact," says Cabrera Plana. "That's why we have a trigeneration plant powered by gas – our only external energy source – supported by our own photovoltaic plant, which provides the electricity and the hot or cold water required by the air conditioning system." The resort also features a reverse osmosis plant to make water drinkable.

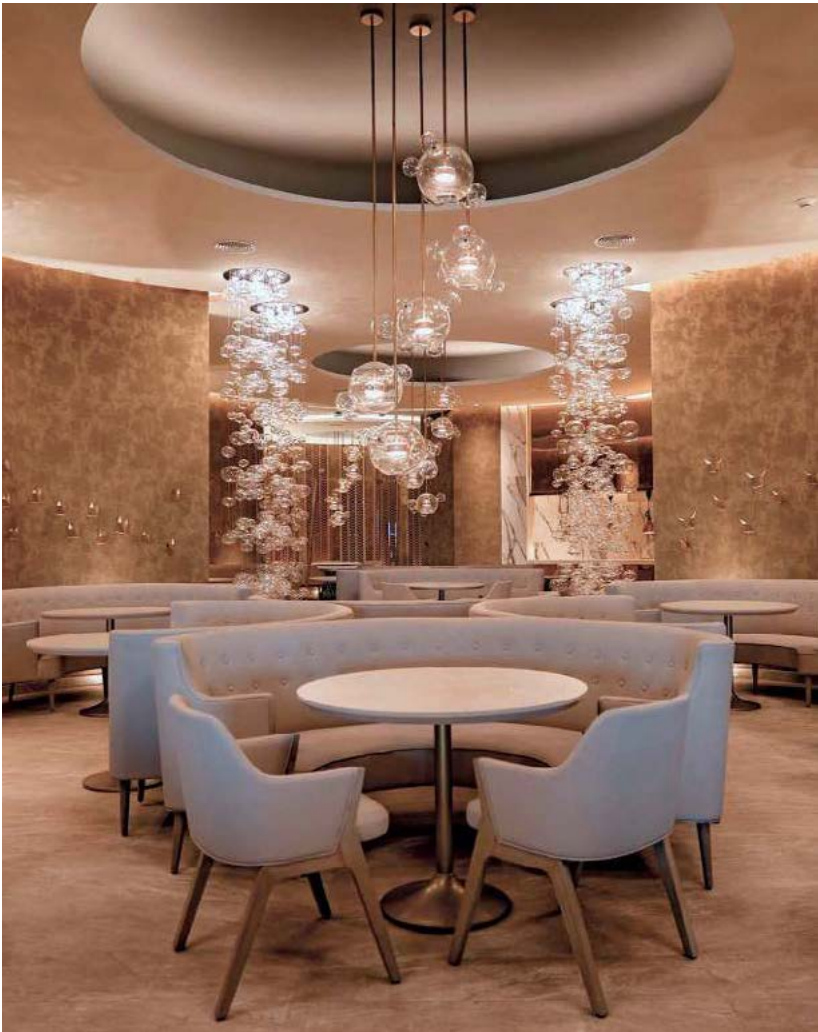
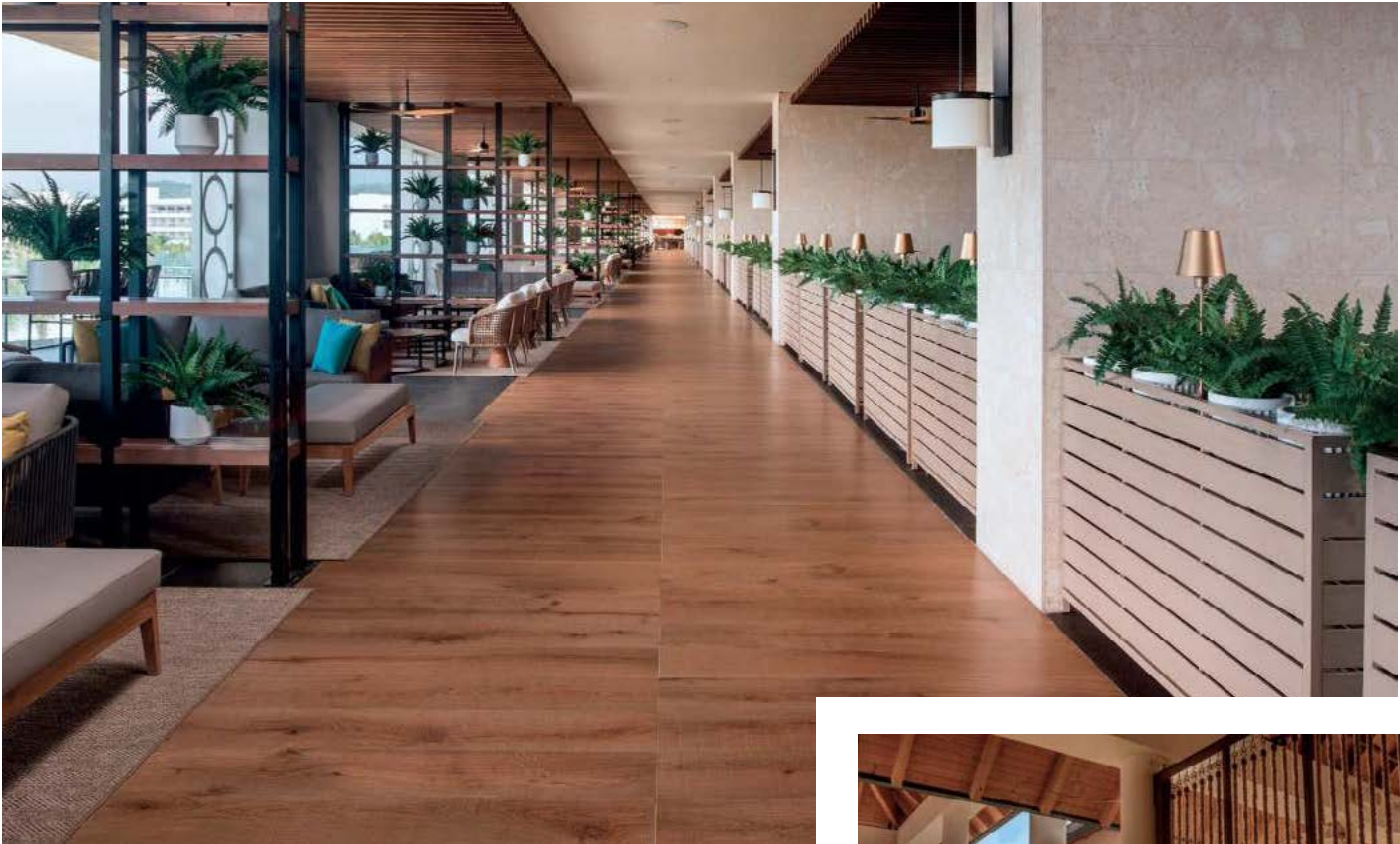
When it came to designing the project, Princess Hotels & Resorts placed their trust in the well-established Spanish architect Álvaro Sans, with his specialized studio ASAH. Once again collaborated with the Mexicans architects and interior designers Gabriel and Mario Téllez, from the architecture firm Téllez & Téllez. All of them have been contributing their creativity to hotel architectural design for more than three decades. Hence the complex remains true to a style "inspired by naval aesthetics and art deco influences, combining a play of forms and textures that unite tradition and innovation," in the words of Mario Téllez.

This spirit of innovation also extended to the construction phase, with a commitment to industrialised bathrooms. For the Mexican architect, "their

fun and the highest quality service in a setting where the word "paradisiacal" is no exaggeration.

Hotel Princess Senses The Mangrove, in turn, has been created as a sophisticated, adults-only escape, ideal for couples, solo travellers and groups seeking tranquillity and intimacy. A resort offering exceptional privacy, with villas above the crystal-clear Caribbean waters and a philosophy centred on sensory immersion: haute cuisine, nature and sustainability, delivered through suites with private service and a spa dedicated to personal wellbeing. Another draw is the Platinum Club experience, offering guests access to VIP lounges, private check-in, overwater villas, exclusive pools, concierge and butler service, and access to a private island. Exclusivity taken to its highest level – especially once the casino, currently under construction, opens its doors.

The journey towards completing the project has also been an opportunity for its developers to demonstrate that their commitment to the region goes far beyond tourism. Robert Cabrera Plana explains: "Environmental awareness and respect are always part of our developments, but in Jamaica, this commitment has been taken to its highest level. The project required transforming the coastline and existing mangroves, which led us to implement measures to protect both terrestrial flora and fauna, as well as a range of initiatives in the marine environment – including coral and protected algae regeneration and the creation of fish sanctuaries." All of this has been undertaken in close collaboration with Jamaica's environmental authorities.



incorporation has allowed us to optimise timeframes and reduce waste, ensuring an impeccable installation that not only meets efficiency criteria, but also enhances the user experience. It's a solution that, far from being a mere technical choice, fits within the overall design philosophy: functionality without sacrificing elegance." José Ramón Melón, Director of Works at Princess Hotels & Resorts, explains that the reinforced concrete structure was executed using a prefabrication system, with a dedicated prefabrication plant set up on-site. He adds that **PORCELANOSA Offsite** "in collaboration with Princess, developed a prefabricated bathroom system tailored to all our needs, with exceptional quality, capable of being produced within the required time and transported efficiently." The use of this prefabrication system allowed for a higher quality product with improved finishes – facilitating, for instance, the use of large-format **XTONE** cladding, elements that would have been very difficult to install on site using traditional methods." The industrialised bathrooms were installed on site by **Butech**'s technical team.

Another point highlighted by José Ramón Melón was: "The efficiency of the procurement process, the minimal waste, the almost zero construction debris, the reduced health and safety risks during the work, the better use of human resources, and, of course, cutting more than six months off this stage of the build. There have been plenty of benefits, many hard to measure, but very clear from a project management point of view."

BELOW: the prefabricated **Monobath** industrialised bathrooms were designed and produced by **PORCELANOSA Offsite** for Princess Hotels & Resorts. They feature **XLIGHT Calacatta Gold** wall tiles and **River Silver** flooring by **Porcelanosa** in the shower area, with a non-slip finish. Each bathroom includes **Slender** washbasins and **Round** taps in chrome finish. In the shower: recessed shower head and **Rondo** single-lever mixer. The **Mangrove** was designed specifically for this development. All sanitary fittings were supplied by **Noken**. *RIGHT, ABOVE:* the stone-like aesthetic created by the **River Silver** collection by **Porcelanosa** in the bathroom continues into the bedroom. Grouting was completed with **Colorstuk Rapid Manhattan** by **Butech**.

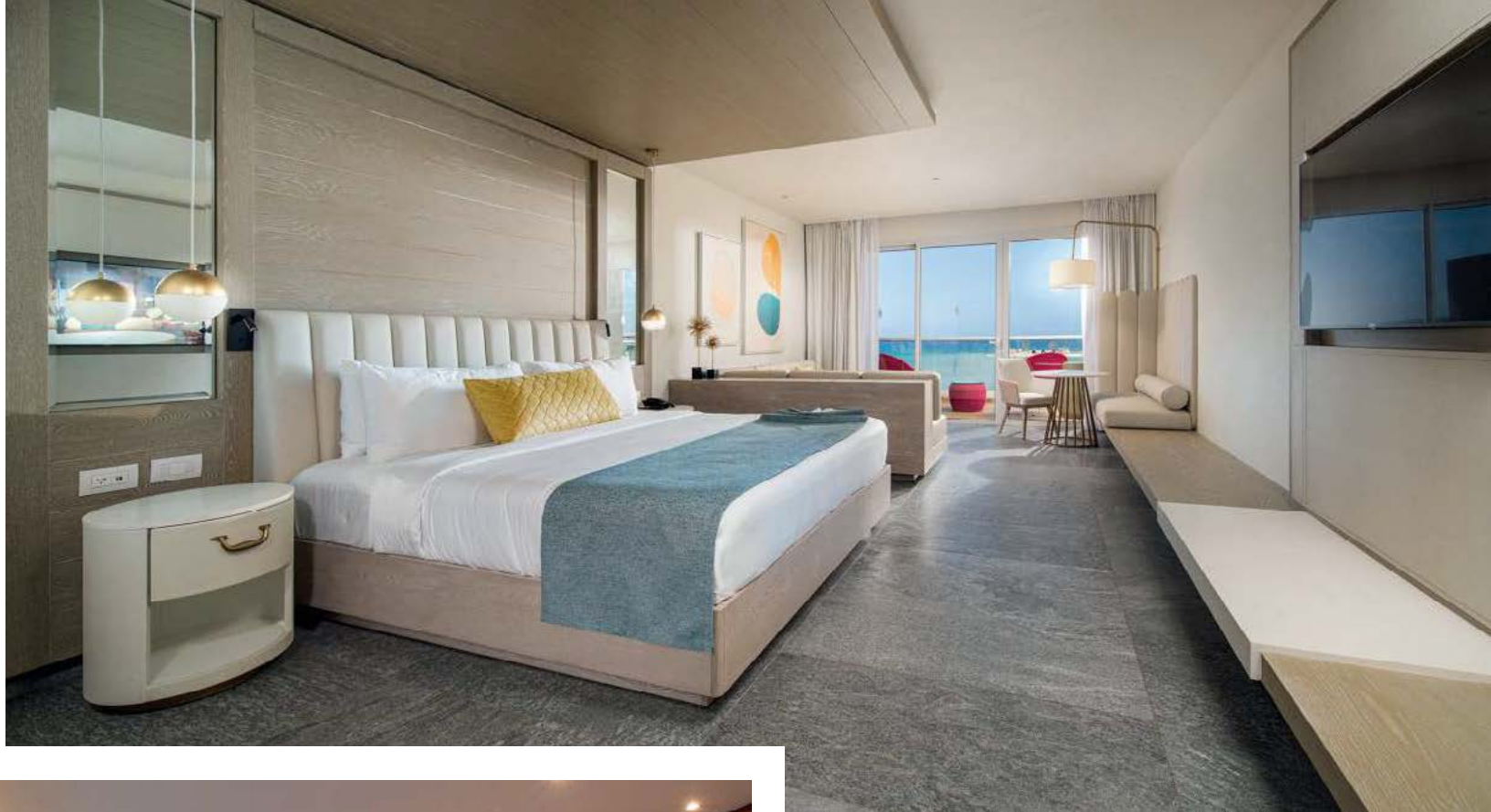
RIGHT, CENTRE: view of one of the restaurants, featuring **PAR-KER® Vancouver Brown** flooring and large-format **XLIGHT Paonazzo Biondo Silk** cladding by **Porcelanosa**.

RIGHT, BELOW: wall finishes in **XTONE Onice Green** and **XLIGHT Aged Dark** by **Porcelanosa**. Flooring is **Samoa Antracita** by **Porcelanosa**. Natural stone washbasins are **Krabi Grey Stone** by **L'Antic Colonial**, paired with **Round** taps by **Noken**.

This level of innovation and responsiveness to the client's needs shown by the companies of the **PORCELANOSA Group** has also been reflected in outcomes such as materials and components customised specifically for the project. One such case is Mangrove coral stone, used as anti-slip flooring in the outdoor solariums and as cladding in the communal areas. Its appearance replicates that of fossilised reef-bed corals, lending the spaces a sense of both naturalness and elegance. Another example is the design and production of the Mangrove bathtub, conceived as a standalone feature within the bathrooms and developed by **Noken**. Robert Cabrera Plana describes the collaboration with the **PORCELANOSA Group** as "a success story worthy of study, and an example of what a partner should be and how it should act throughout all phases of development: from conceptualisation and design to execution, logistics and final product delivery."

Miguel Téllez likewise underscores the importance of the careful selection of materials, describing it as "a key element underpinning the essence of each project. There is no improvisation or compromise here: every choice strikes a balance between functionality, beauty and sustainability. High-quality materials are prioritised not only for their durability, but for their ability to transcend trends and ensure a timeless aesthetic. All of this is made possible thanks to the extensive catalogue offered by the **PORCELANOSA Group**."





ROBERT CABRERA PLANA

As Chief Executive Officer of Princess Hotels & Resorts, Robert Cabrera Plana shares responsibility with his sisters Judith and Ethel for the management of one of Spain's most prominent hotel groups. The company currently operates 22 properties offering over 11,000 rooms and employing more than 9,000 staff. "Our chain specialises in operating large-scale holiday resorts, where we take pride in delivering exclusive all-inclusive experiences that introduce our guests to the very best of each destination, while contributing to the development of the countries where we operate by attracting a growing number of visitors," he states.

The group currently operates in Spain, Mexico, the Dominican Republic and now Jamaica – a destination that reinforces its Caribbean footprint and facilitates entry into key markets such as the United States. This expansion is firmly grounded in a non-negotiable commitment to quality and attention to detail. It reflects a philosophy that preserves the family spirit of the company founded by Josep Cabrera Blanch in 1969, when he applied his experience as a tour operator to open a small hotel in Salou, on Catalonia's Costa Daurada. It was there that a legacy began – one that continues to be honoured each day.





CAN TEÑOS S'ARANJASSA / SPAIN

Tradition reimagined

This project has converted a traditional building into a contemporary home – comfortable, with a distinctive character that reflects a taste for exclusivity.

Text: ABRIL CANO **Photos:** GORI SALVÀ





ABOVE: the interior merges the kitchen and hallway into a single open-plan space. The standout features include the striking **Selvaggio Green** granite island worktop by **Altissima**, by **XTONE**, paired with the exclusive metallic mosaic backsplash from **L'Antic Colonial**. The kitchen cabinetry is from the **emotions®** collection, finished in **Copper Oak** by **Gamadecor**. Flooring throughout the main floor and outdoor areas is **Savannah Caliza** by Porcelanosa.

PREVIOUS PAGE, TOP: a view from the estate's garden showcasing how the design harmonises with the area's traditional architecture. *PREVIOUS PAGE, BOTTOM:* the impressive backlit **Pangea Polished** slab by **Altissima**, by **XTONE**, anchors one of the home's most magnificent rooms, its grandeur heightened by dramatic natural light.



Refurbishing a historic building while adapting it into a modern, comfortable home – all without losing its soul – is a true challenge. It involves deciding which original spaces and materials to preserve, and which must meet the new owners' needs. Here, the project respects the traditional Mallorcan rural architecture, with thick stone walls and flat roofs. The house dates back to the late 19th century, built after the wetlands of Pla de Sant Joan were drained, in an area called S'Aranjassa, named after the predominant crop – grapefruit ('aranja' in Mallorcan).

Rambla 9 Arquitectura and Devin Design Estudio led the project, preserving the original stone structure while introducing contemporary touches that breathe modernity into the space. A large central area was created on the main floor, linking the kitchen and family living room, centred around an essential fireplace. Limestone-toned flooring was laid to respect the sought-after warmth. A large window extends above the wall, allowing soft natural light to filter through and brighten the staircase connecting the two floors. Materials sourced from **PORCELANOSA Group** firms throughout the home contribute to an atmosphere of serene sophistication, allowing the tranquil Mallorcan landscape to be enjoyed.

LEFT: the main living room features **Savannah Caliza** porcelain flooring by **Porcelanosa**.

NEXT PAGE, TOP LEFT: the guest bathroom boasts the dramatic backlit **Pangea Polished** slab by **Altissima** by **XTONE**. The flooring is **Savannah Caliza** by **Porcelanosa**, laid over electric underfloor heating by **Butech**. The entrance door is clad in **Split Totem Natural** by **L'Antic Colonial**. Fittings are from the **Round** collection by **Noken**, in titanium.

RIGHT: a bathroom featuring **Calacatta Gold** marble-effect cladding and worktops, available in **XLIGHT** and **XTONE** formats. The **Round** single-lever mixer, with a tall spout, is finished in brushed copper by **Noken**.

BELOW: a dual-purpose bathroom features **XLIGHT Calacatta Gold** cladding in the wet zone, beautifully contrasted by **Drop Copper Brushed** metallic mosaic from **L'Antic Colonial**, finished with **Colorstuk 0-4 Moka** grout. The worktop is crafted from **XTONE** and complemented by **Round** fittings in brushed titanium by **Noken**. **Savannah Caliza** flooring by **Porcelanosa** is laid over electric underfloor heating by **Butech**.



Part of the new future

The Madnum complex was conceived with the aim of becoming a genuine 'smart city' within the urban fabric of the capital. It is a transformative project grounded in innovation – integrating shared and private spaces, experimenting with emerging trends in urban mobility and creating environments centred on people's wellbeing.

Text: PACO MARTÍNEZ **Photos:** COLONIAL / ESTUDIO LAMELA / JUAN SANCHO / OCTAVUSS PHOTOGRAPHY / IMAGEN SUBLIMINAL

There are projects designed with the clear ambition to transcend and serve as driving forces for renewing entire urban ecosystems. Madnum is one such project, brought to fruition through the combined efforts of the property developer Colonial and the architectural practice Estudio Lamela. It has given the Méndez Álvaro district a fresh identity, boasting a prime location just ten minutes from Atocha train station and the start of Madrid's major cultural axis.

It would be easy to focus solely on the sheer scale of the development: 90,000 m² of built space carefully arranged around a balanced mixed-use scheme. This comprises 55,000 m² of state-of-the-art office space; 30,000 m² housing 374 rental apartments (complete with private gym and panoramic pool); and 5,000 m² dedicated to retail and dining venues. In addition, more than 6,400 m² of green space and a central plaza emerge as the beating heart of the complex and the neighbourhood alike. José Alfonso Martínez, Colonial's Director of Projects and Maintenance, explains: "The idea behind Madnum is to create a neighbourhood within a neighbourhood, offering everything needed to live, work and enjoy life without long journeys. The design was conceived to perfectly integrate the different uses, from roof gardens to pedestrian connectivity between buildings. Madnum is, ultimately, a profoundly urban and people-centred project."

The driving force behind the design is the Madrid-based Estudio Lamela. Carlos Lamela, its Executive President, comments: "It's not every day you get the chance to work on such an ambitious and significant project." The main challenge he notes, was "that the volume was tightly constrained by planning regulations. We had to consider the setbacks, the buildable area, tower height and coexistence with neighbouring buildings. We were always clear that we must adhere to the client's brief to prioritise people above all else, while meeting the highest standards of sustainability. For instance,

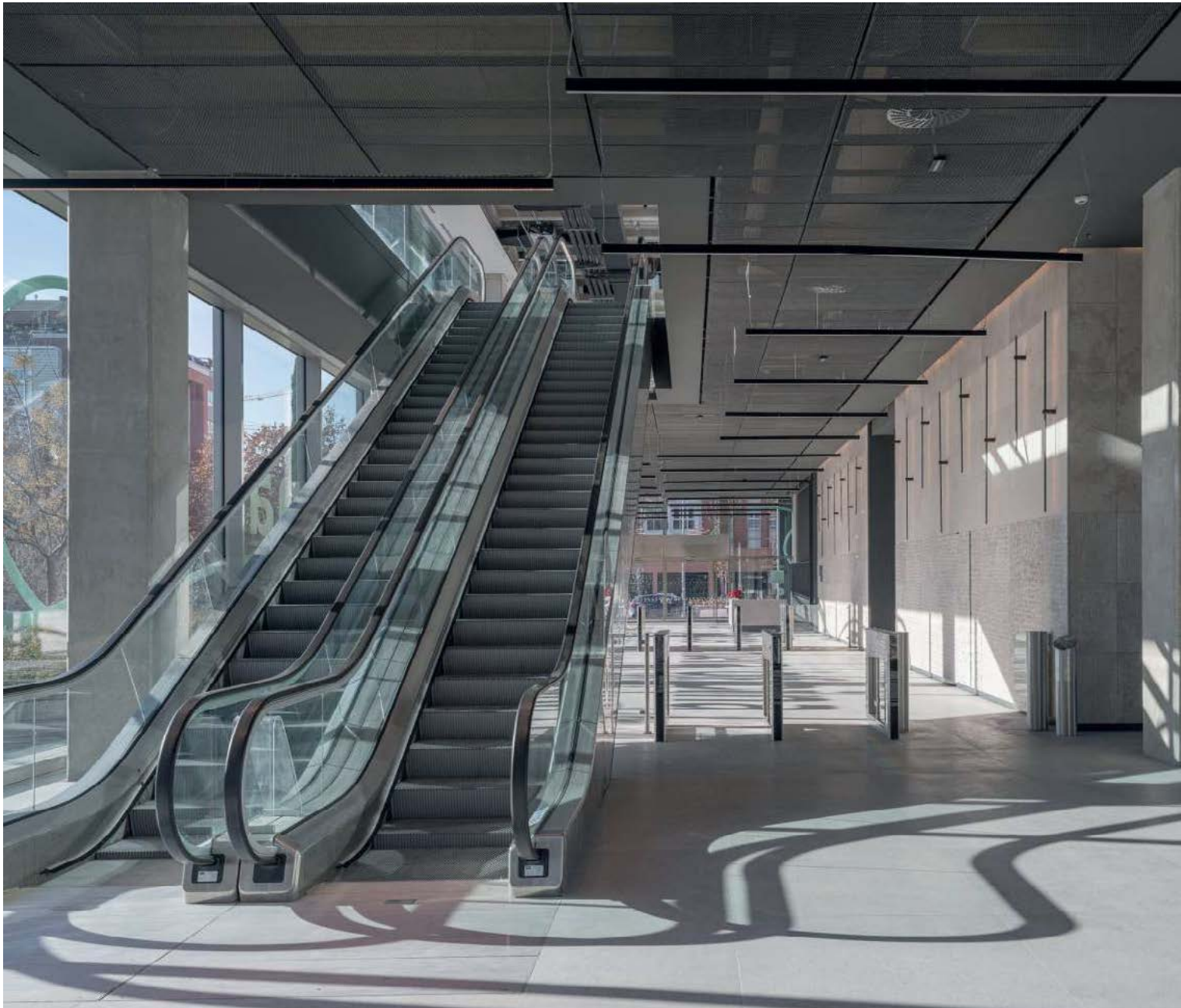




Aerial view of the Madnum complex, taken from the housing block terraces. In the foreground, the multi-level central plaza structures the movement of residents, workers and passers-by. Surrounding it are office buildings with large glass façades.

I believe we submitted around 20 to 30 different façade proposals, which allowed for very close collaboration with the client. Everything was a highly intuitive, non-linear decision-making process, often revisiting ideas that had previously been set aside.” All buildings boast the highest environmental certifications (BREEAM and LEED) and feature near-zero energy consumption. They benefit from abundant natural light and, on floors with modular offices, flexible spaces equipped with multi-purpose rooms, an auditorium and co-working areas. This environment adds considerable value for businesses.

One factor accelerating construction while ensuring premium finishes in the rental homes was the installation of industrialised bathroom modules – **Monobath** by **PORCELANOSA Offsite** – whose technical team also managed on-site installation. These modules, developed from a prototype rigorously reviewed and approved before production, include interior finishes featuring ceramics from **Porcelanosa**’s finest collections, as well as furniture, sanitary fixtures and fittings, plumbing and electrical





TOP CENTRE: exterior view of buildings housing state-of-the-art modular office spaces.

TOP RIGHT ABOVE: the interior flooring, with high ceilings and large windows, is **Bottega Acero** by **Porcelanosa**, with a cement finish.

LEFT: the same flooring is used in the entrance hall, centred around a pair of escalators.



RIGHT: the outdoor swimming pool on top of one residential block offers spectacular views over southern Madrid. The flooring is **Bottega Acero** in non-slip finish by **Porcelanosa**, installed using the Outdoor Raised Access Flooring System (STEx) by **Butech**.

LEFT: the homes benefit from excellent natural light, softened by the use of **Bottega Acero** flooring by **Porcelanosa**.

BOTTOM LEFT: the modular industrialised **Monobath** bathrooms by **PORCELANOSA Offsite** were installed fully equipped, achieving significant time and cost savings. In the shower, polished white **Bottega Carrara** marble cladding, **Lite Plus** mirror and chrome mixer tap from the **Hotels** series by **Noken**, along with **ONE 1** countertop and **MB Smart** drawer in ash oak finish by **Krion**.

BELOW: among the amenities offered to residents is a private gym featuring the latest fitness technology. Flooring: **Bottega Acero** by **Porcelanosa**.



systems – all ready for immediate use. “This represented a major construction and quality advantage,” says Carlos Lamela. “By installing fully equipped bathrooms, we saved time while guaranteeing top quality.”

The developers’ vision would not be complete without the central plaza, which acts as the organisational spine for the carefully planned mobility within the project – a meeting place for residents, workers and passers-by, also enticed by carefully curated dining and retail options. For Carlos Lamela: “This forum has a centripetal function, playing with the rigid geometry of the surrounding streets and buildings. It was a fundamental life concept to create a permeable complex, with solid, serious and enduring architecture.” “The aim is for this square to become a vibrant, new gathering place. This project does not just transform a plot of land; it transforms a neighbourhood and, with it, a significant part of the city,” affirms Albert Alcocer, Colonial’s Business Director.



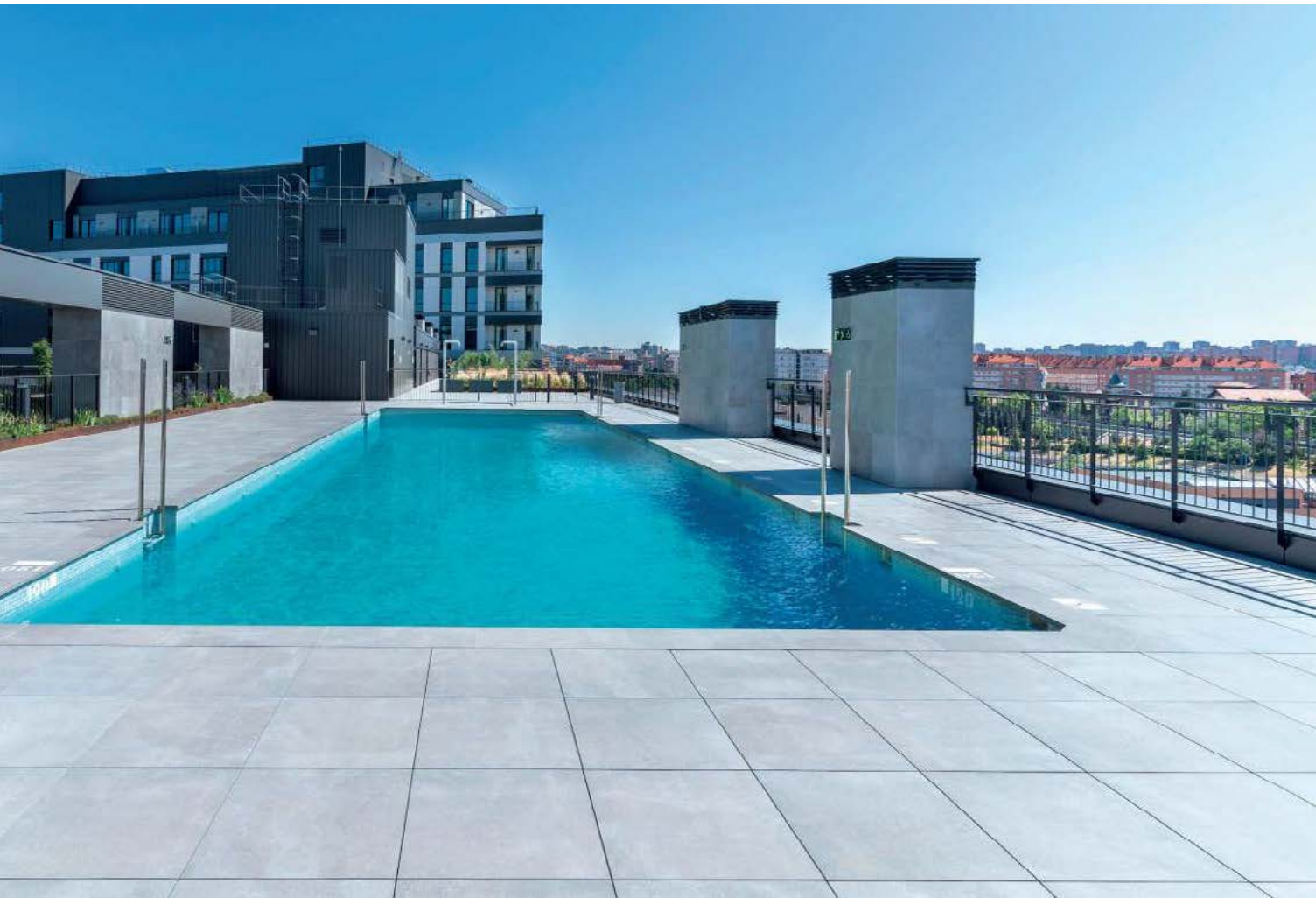


Photo: ALEX DEL RIO.

CARLOS LAMELA

Born in Madrid in 1957, he graduated from the Madrid School of Architecture in 1981. Three years later, in 1984, he was accredited as a designer by the International University of Florence. He has taught at the Politecnico di Milano and has given lectures at some of the most prestigious universities in the United States, including Harvard and Cornell. He has also served as president of the Spanish chapter of the Urban Land Institute.

His professional career has been developed within the architectural practice Estudio Lamela, founded in 1954 by his father, Antonio Lamela, of which he is currently the Executive Director. The firm was a pioneer in establishing a multidisciplinary team that simultaneously addressed several specialised areas. Under his leadership, he has been responsible for some of the most important civil architecture projects in Spain over the past few decades, such as the remodelling of the Santiago Bernabéu Stadium (1988–1994); the new T4 and T4S terminals at Adolfo Suárez Madrid-Barajas Airport (1997–2006), which received prestigious international awards including the Stirling Prize and the Best Airports Award 2008; the conversion of Expo Zaragoza 2008 into the new City of Justice in Zaragoza (2008–2013); and the Canalejas Complex in Madrid (2012–2018). The great acclaim for these projects, owing to their commitment to functionality, sustainability and high-quality materials, has paved the way for him to undertake international projects in Poland, Mexico, Panama and Qatar.



Trailblazing proposals forging new paths

Once again, the **PORCELANOSA Group** brands leveraged the International Exhibition – a key event on the industry calendar – to showcase their latest innovations: cutting-edge technologies, design concepts and disruptive solutions poised to transform the sector.



PORCELANOSA

The blend of natural aesthetics and ceramic resilience in the new collections introduces fresh combinations of textures, tones and finishes that enhance interiors and elevate the user experience.

PAR-KER® London brings the elegance of oak to life in warm, rich tones. The **Taranto** collection recreates the subtle striations of travertine stone in a palette of soft hues – from wavy lines that create sophisticated settings to graphic patterns that create a sense of spaciousness.

Left: Porcelanosa's immersive showroom installation.

*Right: view of the showroom by **XTONE**, designed as a sensory journey through nature and the origins of matter.*

*Below: kitchen island featuring **XTONE**'s **Titanium** and **Alpinus White** collections.*



More than just a platform for emerging trends, the **PORCELANOSA Group** International Exhibition of Global Architecture and Interior Design created a dynamic space for innovation and dialogue. Through immersive installations and exclusive networking events, it encouraged engagement between professionals in architecture, interior design, property development and construction from around the world. These visitors experienced pioneering proposals, revolutionary materials and groundbreaking architectural solutions.

Innovation, cutting-edge design, and sustainability took centre stage across the brands' newly redesigned showrooms. **Porcelanosa** unveiled new graphic developments and textures for its large-format **XLIGHT** range, with travertine as the standout

feature. This was complemented by its **PAR-KER®** ceramic wood collection, now expanded with the warm and exclusive London series. **XTONE** stood out with its **Titanium** model – blending industrial aesthetics with cutting-edge technology – and the uniqueness of natural Amazonite stone. **PORCELANOSA Blocks** is the contribution of the **PORCELANOSA Offsite** division and **Butech**, aimed at revolutionising construction processes. Signature design and sustainable solutions are the hallmarks of **Noken's** latest offerings. Materials such as **Undora®** and the **Krion® Line** solid surface embody the ongoing evolution of **Krion**. **L'Antic Colonial** proves just how versatile small-format ceramics can be, while **Gamadecor** introduces new metallic finishes for kitchens and bathrooms, along with framed and lacquered kitchen fronts.



XTONE

This brand invites visitors on a journey through the transformation of raw materials – from their natural origin and interplay with the elements, to their refinement into exclusive collections. The journey begins in the world's most automated plant in its sector, equipped with cutting-edge technology at every stage of porcelain and large-format natural stone production. The **Titanium** range is made using the new Titan technology, which applies metallic inks during digital painting to create a ceramic surface with a sophisticated metallic finish. **Amazonite** is shaped by Eclipse technology – inspired by the gemstone revered by the Egyptians as the 'stone of hope'. This process adds relief to the design, enhancing realism. The result is a dazzling turquoise tone infused with brown and grey veining. The theme of returning to nature continues with **Port Laurent**, a copper-black marble sourced from Moroccan quarries, flecked with ivory and gold veining.



BUTECH

PORCELANOSA Offsite, the group's industrialised construction division, is transforming the industry with **PORCELANOSA**

Blocks: stackable, fully equipped modules adaptable to each project's requirements. These can be installed directly onto the first-floor slab, without needing the rest of the building's structure in place. Each module is a self-contained living space, including all necessary utilities, finishes, bathroom fittings, and even a section of corridor to link the module to the building's core. This new concept blends efficiency, sustainability and design, and complements other premium solutions such as a modular façade system for building refurbishments, which reclaims exterior façades with a ventilated ceramic skin made using the **XLIGHT** or **XTONE** models by **Porcelanosa**.

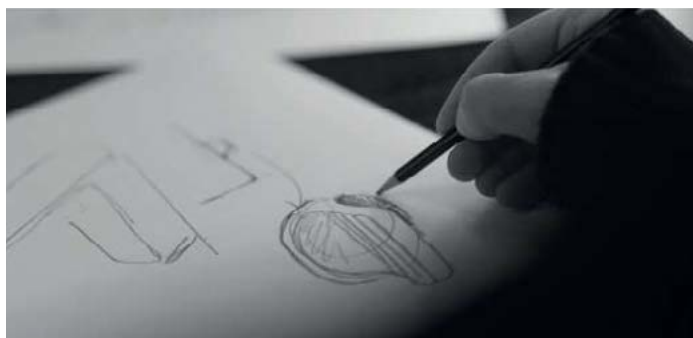
Butech has also updated its decorative profiles collection with **Pro-part Copper**, along with new customisable shower tray grilles such as the **Square Texture-revestible Black**.





NOKEN

Water's natural flow remains at the heart of the firm's design philosophy, alongside key brand values like signature design, innovative finishes and taps that incorporate sustainable technologies. Following last year's restyling of the iconic **Lounge Fluid** taps by Simone Micheli, the collection now features new aesthetic and functional enhancements – such as a directional aerator with flow limiter and an energy-saving cold-start mechanism. The **Swan** tap range, designed by ERRE Architettura, expands with the addition of a thermostatic column, providing a uniquely sensory experience with its rain-style showerhead and hand shower. Also debuting are three sustainable, eco-friendly tap ranges inspired by the beauty and clarity of the Balearic Islands: **Mallorca**, with its minimalist design and refined texture, adds a touch of sophistication; **Ibiza**, with precise lines and light-reflecting geometric cube shape; and **Menorca**, available with either classic cross handles or straight levers for a contemporary, minimalist aesthetic.





KRION

Sustainability and a deep respect for artisanal methods – without compromising on innovation – remain central to the brand's ethos, enabling the creation of beautiful yet practical materials. **Undora®** is an environmentally responsible surface composed of over 90% mineral content and water-based binders. It includes 50% recycled minerals sourced from local ceramic cutting and polishing waste, as well as white marble quarry residues. Fire-resistant, its lightweight and flexible nature allows it to be installed without major construction – ideal for use on curved walls, ceilings, furniture and fixtures. Other new developments include the expansion of the **Luxury Series** by **Krion® LUX**, with six new designs and shades inspired by natural stone and organic elements, enhancing the sophistication of the range, bringing the total to 24 options. Finally, the latest interior design trends, which emphasise personalisation and the evolving nature of living spaces, have inspired new glass models for shower screens, featuring matt and ribbed finishes, launched by the **PORCELANOSA Bath** division.





L'ANTIC COLONIAL

Organic, versatile colours and geometric forms are defining trends in small-format ceramic collections. Their innovative design and high-quality finish are the result of a manufacturing process in which every last detail is carefully monitored and supervised. The **Sails** collection captures the fluid, elegant motion of a boat's sails through a geometric design of curved shapes, available in both gloss and matt finishes. The colour palette of the **Pigments** collection ranges from earthy tones to vibrant shades, allowing pieces to be combined across different formats. **Blinds** adds depth and dynamism to interiors thanks to its elegant concave shape and an aesthetic that suits Nordic, Japandi, Mediterranean and modern styles, all of which place strong emphasis on light and texture. **Cosmos** redefines contemporary luxury with its Deco finishes, featuring a three-dimensional relief. The **Medina** collection is an evolution of the **Nazari** range, reinterpreting ceramic tradition with a handcrafted sensibility.





GAMADECOR

With cutting-edge technology for the production of made-to-measure, customised furniture, designed to meet the highest standards of quality and productivity, the brand renews its already extensive range each year. As part of this, three new metallic finishes (Pyrite, Copper and Titanium) have been introduced for kitchen and bathroom fronts. At the same time, new additions include a line of handles for interior doors, flush-fitting doors with aluminium frames and two exclusive bathroom collections: **Symphony** and **Onda**. The former stands out for its framed fronts in metallic finishes, combining sophistication and modernity; the latter, for its refined lines and lacquered, grooved fronts, which bring texture and personality. This product range is developed on a fully automated production line that includes a smart panel warehouse, high-speed CNC cutting, PUR and LASER edge banding, and storage cells equipped with robots to feed components to the assembly line. It's a system that offers tailored solutions for all kinds of spaces – from bathrooms to outdoor kitchens, even under changing conditions.





Breaking with the status quo

The technical solutions of **PORCELANOSA Group**'s ventilated façade systems meet every requirement in a market as competitive as that of the United States – whether it's a building transforming a university campus, a tower giving renewed impetus to an urban neighbourhood or a complex that defies visual logic.





IN HARMONY WITH THE ENVIRONMENT.

Shaped like an irregular four-sided polygon, the building rises from a wide entrance set on a gentle slope, topped by an upper terrace entirely planted with grass. The building's contemporary aesthetic is enhanced by an exterior skin of polished technical porcelain tiles by **Porcelanosa** installed with the **Butech** ventilated façade system. Beyond its visual appeal, this technical choice not only gives the building a modern and sophisticated look but also provides superior thermal insulation, improving internal comfort and reducing energy consumption.

Photos: Imagen Subliminal and Payette.



UNIVERSITY OF HARTFORD – HURSEY CENTER WEST HARTFORD / UNITED STATES

A finalist in the 2022 edition of the **PIPA Awards**, the headquarters of the Francis X. and Nancy Hursey Center for Advanced Engineering and Health Professions posed a challenge for the Payette architectural practice, which developed an innovative concept. Inside, specialised laboratories, wind tunnels and spaces for experimental research in robotics, mechatronics and cybersecurity; outside, a biophilic design incorporating systems to reduce ecological impact. The standout feature, aside from the green roof, is the ventilated façade clad with compact mineral panels that replicate the smoothness and simplicity of sandstone while offering the durability of ceramic, creating a seamless surface that integrates with the university campus landscape.

FAÇADES

1900 CRYSTAL DRIVE

ARLINGTON / UNITED STATES

Separated from Washington by the Potomac River, Arlington has long strived to establish its own identity. One of its most vibrant districts is Crystal City, home to a complex of two towers connected by a pedestrian plaza linking the surrounding area, designed by the Cookfox studio. The North Tower is characterised by the contrast between its brick-clad base floors, which echo the traditional buildings of the area, and the segmented volumes that rise skyward. The use of porcelain tiles, with their glossy, glazed monochrome finish, marked a milestone for the façade team at **Porcelanosa USA** responsible for the installation.



BRILLIANCE AND ELEGANCE. **Crystal White** cladding by **Porcelanosa** gives the North Tower height, while its glossy finish complements the more understated sections of the façade. To ensure these panels are securely fixed to the predominantly glazed exterior, the **Butech** ventilated façade system was used, featuring concealed anchors, high mechanical resistance and durability against weather conditions.
Photos: Imagen Subliminal.

THE WESTERLY

WASHINGTON, D. C. / UNITED STATES

This high-end apartment condominium has become an architectural landmark in the southern part of the American capital, situated near Washington Canal and The Wharf – one of the city's most dynamic and bustling districts. Its bold, stone-like façade, designed by the Torti Gallas Urban studio, is 'broken' by dozens of apartments opening outwards, creating a captivating visual effect. The building has over 37,000 square metres of floor space spread across 12 storeys. Inside, alongside apartments and suites, all essential amenities are provided to offer a premium lifestyle, in line with LEED principles of sustainability and energy efficiency.



VISUAL IMPACT.

The project has an apparently monolithic appearance, achieved using **Deep Light Grey** porcelain by **Porcelanosa**, whose matt finish and stone-like texture give the exterior a strong and distinctive presence. The façade is articulated by the projecting volumes of several flats. From a technical perspective, the **Butech** ventilated façade system was used to fix the panels, employing a double anchoring method – chemical and mechanical.

Photos: Imagen Subliminal.

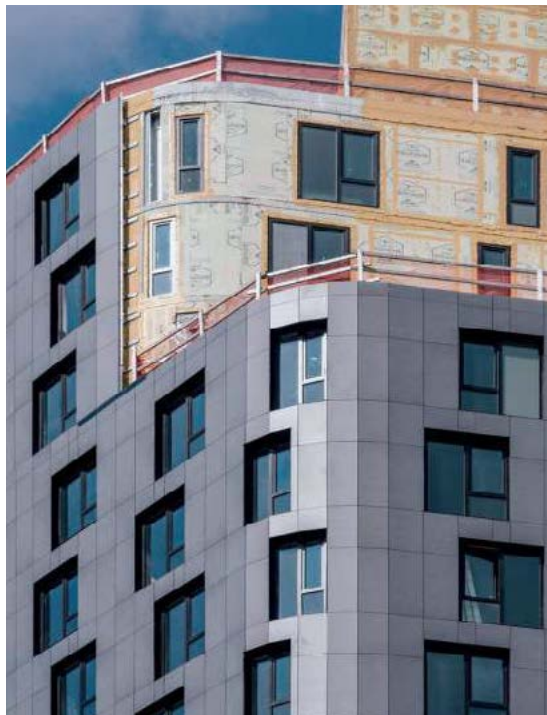
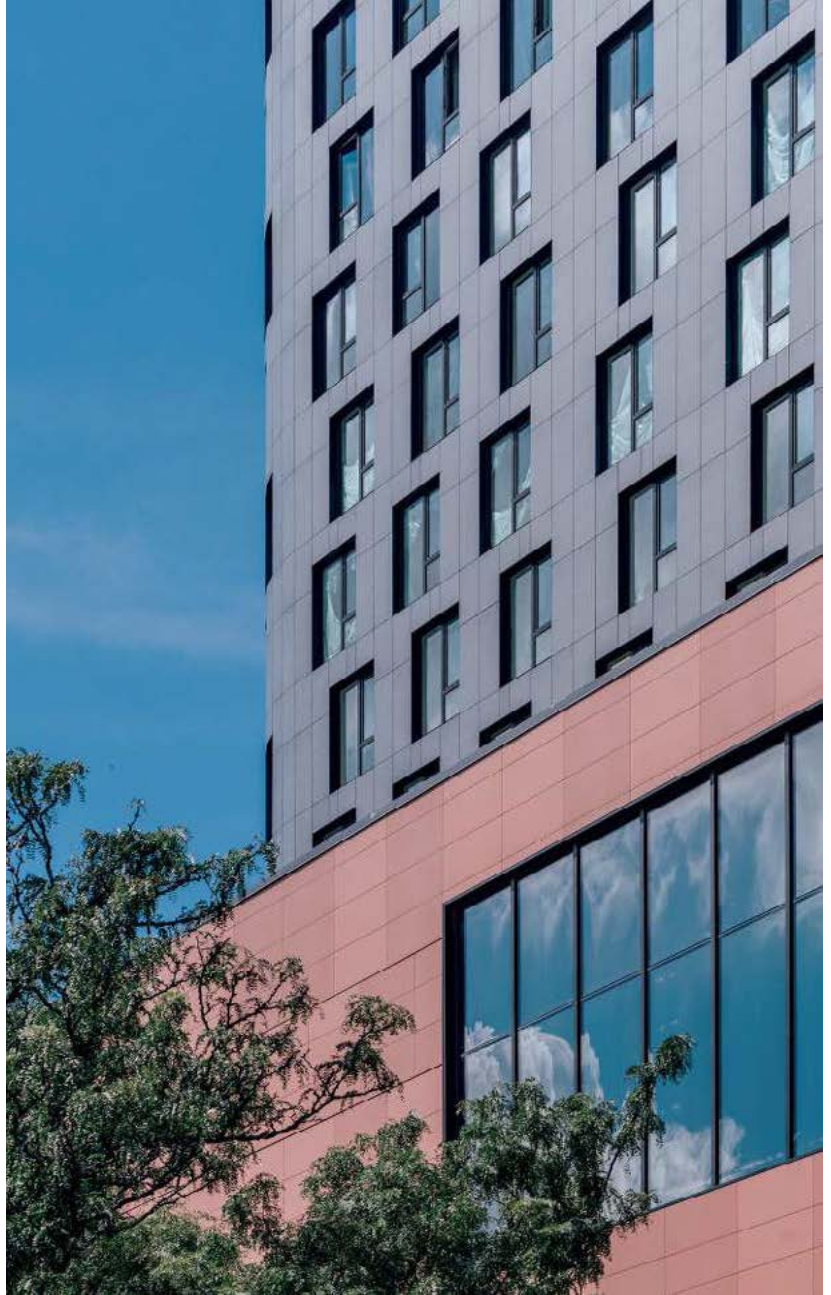
FAÇADES

ST. NICHOLAS AVENUE

NEW YORK / UNITED STATES

Designed by S9 Architects, this 17-storey development combines residential and commercial spaces and has become one of the main architectural highlights of Ridgewood, in the Queens borough of New York. The tall tower provides rental apartments along with a full range of amenities, including co-working spaces, a business centre, gyms and a rooftop terrace.

At its base, the horizontally arranged building features a warm kettle-coloured façade reminiscent of the traditional brickwork typical of the area.



TWO DISTINCT PERSPECTIVES

The complex is split into two volumes. The photos show the **Butech** ventilated façade system with concealed fixings. The tower's design is characterised by its rounded corners and cladding in **Avenue Black** by **Porcelanosa**.

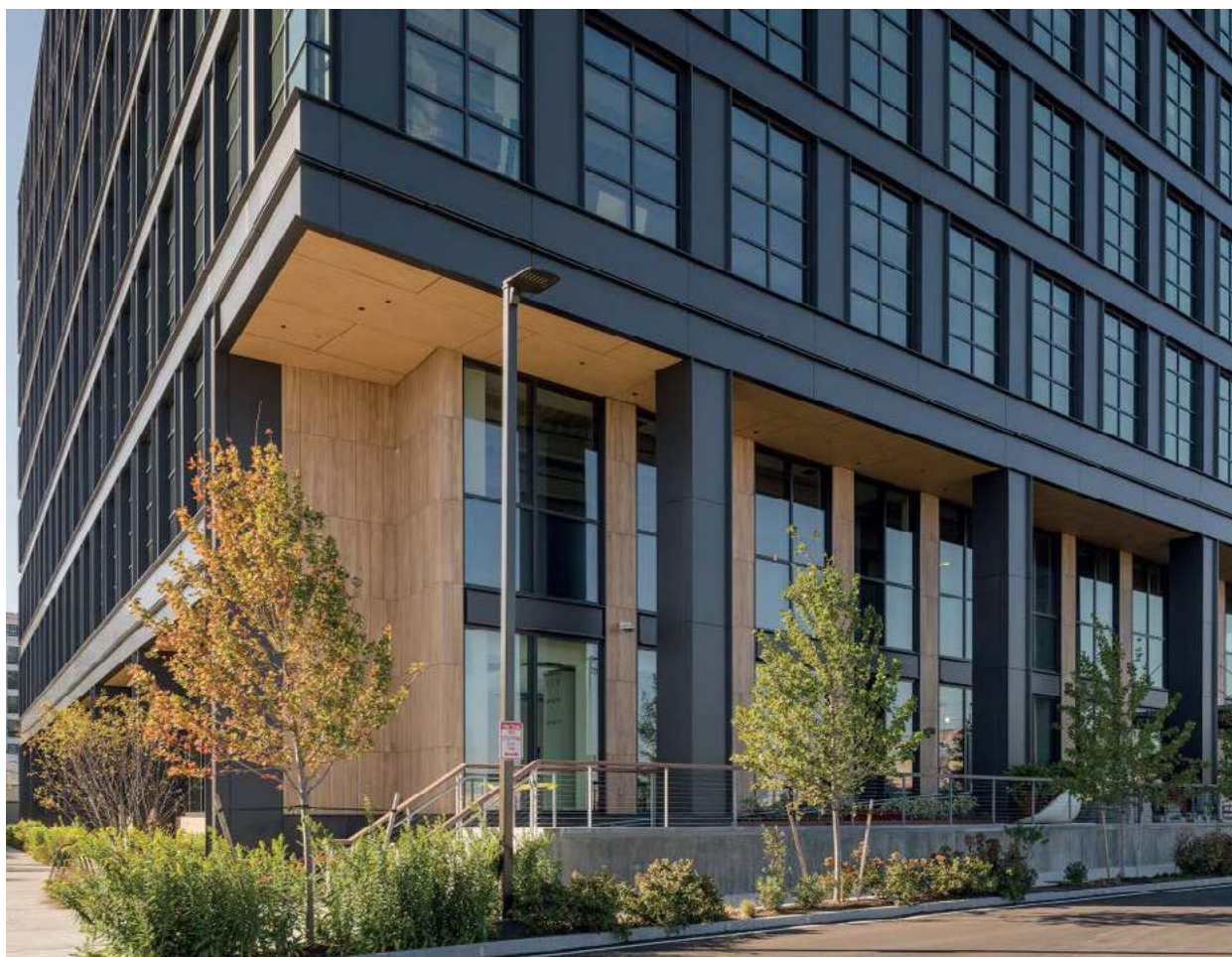
The adjoining horizontal building is clad in a warm kettle shade, custom-made by **Porcelanosa** in two finishes –smooth and textured.

Photos: Imagen Subliminal.



1 AU BON PAIN WAY BOSTON / UNITED STATES

For years, Boston has been revitalising its old docklands, breathing new life into the area marking the entrance to South Boston. Warehouses and buildings are being transformed, sparking a fresh social and economic buzz throughout the neighbourhood. One such project is 1 Au Bon Pain Way, a sleek office building by SGA Architects for Marcus Partners, now home to biotech firm Ginkgo Bioworks. The nine-storey interior offers every modern convenience, while the cubic steel-and-glass façade meets strict local standards for carbon neutrality, highlighting the project's sustainable ethos.



A POP OF WARMTH

In contrast to the rest of the building's exterior, the entrance area is clad in **PAR-KER® Tanzania Almond** by **Porcelanosa**. The cladding panels were installed using **Butech's** ventilated façade system with concealed fixings. **Photos:** Imagen Subliminal.

A large, modern villa with a long infinity pool overlooking a city and mountains. The pool is filled with clear blue water and is bordered by a glass railing. The villa has a white facade and a large overhanging roof. The background shows a city and mountains under a clear blue sky.

VILLA ALMA L'ALBIR / SPAIN

Wellbeing and privacy

SHA Spain presents its latest offering in Alicante: a property in the Sierra Helada that fuses the area's natural beauty with exclusive interiors, where materials from the **PORCELANOSA Group** take centre stage.



They say excellence lies in the details. And that's the perfect balance of Villa Alma – SHA's new accommodation concept, designed for those seeking wellness, exclusivity and health in an unrivalled setting.

Situated opposite SHA Spain's Alicante headquarters, this high-end residence has been carefully crafted down to the last detail to create a distinctive atmosphere. From fresh flowers and fine materials to bathroom fittings and porcelain tiling for pools, terraces and interiors, every element features materials by the **PORCELANOSA Group**. At Villa Alma, harmony and sophistication are in the air. The project was led by the interior design studio of Francisco de Palacios, known for its work defined by timelessness, serenity and elegance. With five bedrooms, each with an en-suite bathroom and dressing room, the villa blends seamlessly into the stunning Sierra

TOP: panoramic view of Villa Alma, located in Albir, with the Sierra Helada mountains as a backdrop.

LEFT: Villa Alma's large outdoor swimming pool. The terrace features **PAR-KER® Manhattan Cognac** by **Porcelanosa**, installed using a raised outdoor flooring system by **Butech**. The pool's distinct look comes from **River Silver** porcelain tiles by **Porcelanosa**, with joints sealed using **Colorstuk Rapid Manhattan** by **Butech**.



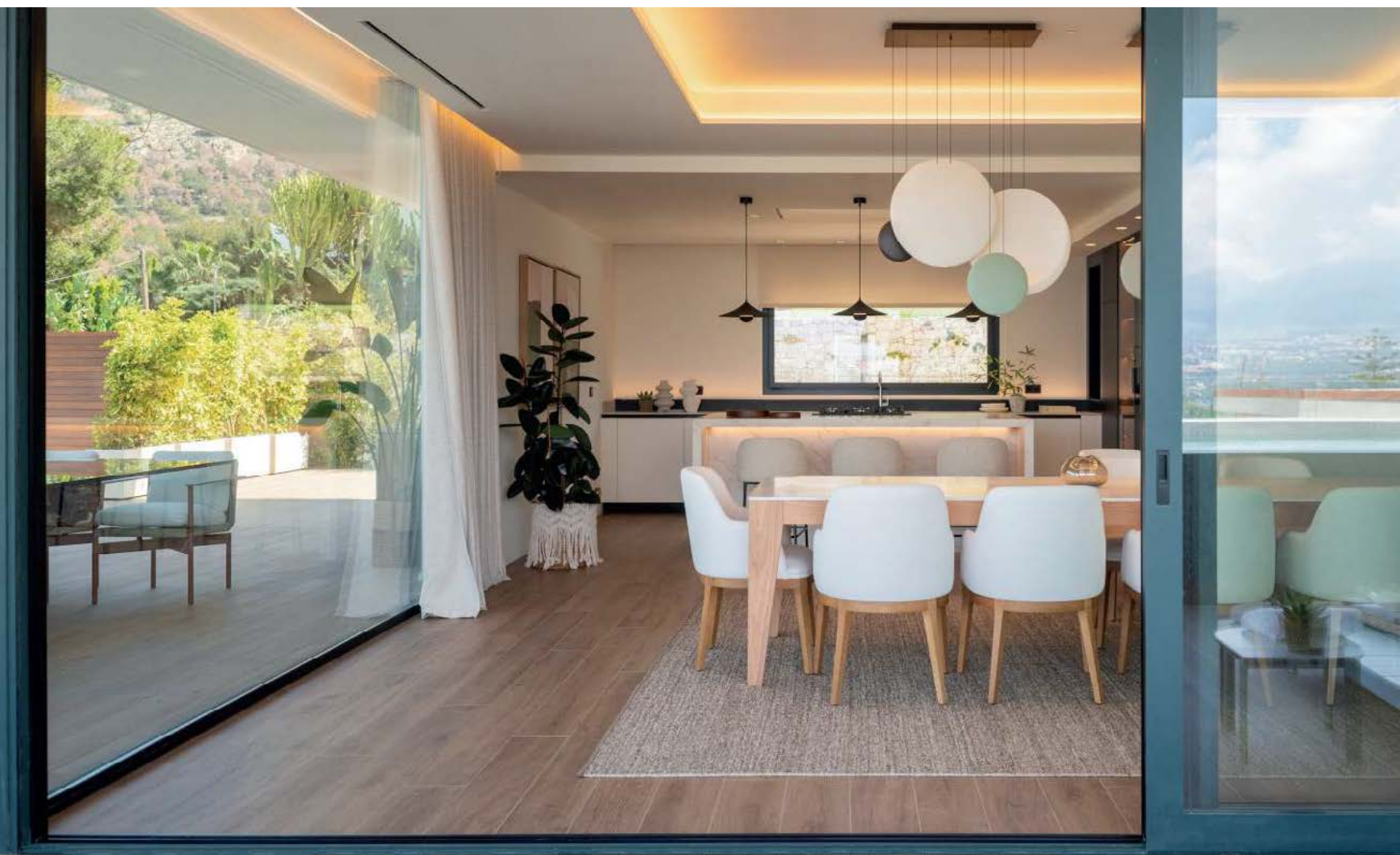
TOP LEFT: the entrance to the villa sets the tone with a distinctive character, shaped by the **River Silver** collection by **Porcelanosa**, a cornerstone of the project. A pond frames the entrance, clad in **River Silver** by **Porcelanosa**, with joints sealed using **Super Flex S2 Pro**, by **Butech**.

LEFT: detail of the outdoor pool, using a stone-effect collection that defines the villa's interior design. As flooring, **PAR-KER® Manhattan Cognac** is used, laid on **Butech**'s raised outdoor system with **Super Flex Pro**, also from **Butech**.

BELOW: the main dining room connects seamlessly with the kitchen and outdoor dining area, which opens onto a large terrace – blurring the lines between indoors and out. Inside, **PAR-KER® Manhattan Cognac** by **Porcelanosa** brings warmth and elegance, with visual continuity to the terrace thanks to the same material and **Butech**'s raised floor system, ensuring both aesthetic consistency and effective drainage.

RIGHT: a large double-height living room opens onto the terrace, with a fireplace clad in **XTONE Calacatta Gold**. The flooring is **PAR-KER® Manhattan Cognac** with **Colorstuk Especial Doussie** joints by **Butech**.

BELOW RIGHT: detail of the fireplace volumes made using transformed **XTONE**.





Helada landscape, offering breathtaking sea views from the main floor.

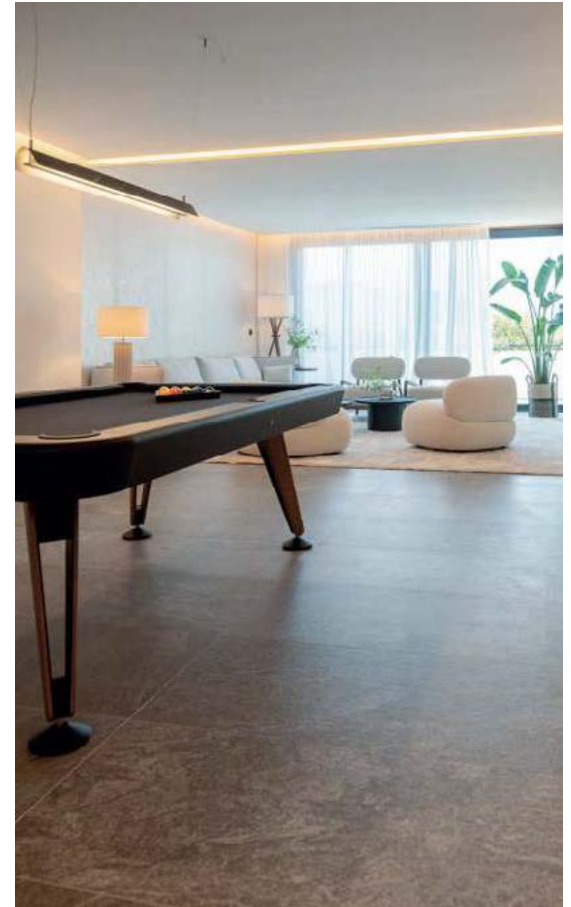
Its approach to wellbeing offers a private and exclusive experience for families, groups of friends – and even pets. Spanning 995 m², Villa Alma captures the essence of SHA in a fully private setting, combining design and comfort with highly personalised service.

The main floor covers 179.3 m² plus 216 m² of terraces, featuring a spectacular outdoor pool, several living spaces, a large lounge with fireplace, an island-style dining area connected to the kitchen, and a suite with dressing room and private bathroom. All ideal spaces for sharing special moments and experiences. Downstairs, the villa houses a leisure area with pool table, massage room, fully equipped gym and a spa with direct access to a private garden. Conceived as a sanctuary of relaxation, the spa includes a sauna, steam room and various showers, along with an indoor pool featuring hydromassage jets, three types of waterfalls and a counter-current swimming lane. Francisco de Palacios, who has been part of SHA since its inception in Spain, shares his thoughts on this latest project: “I have accompanied the evolution and development of this unique and inspiring life project, SHA Wellness Clinic, through its many expansions and updates. It is without doubt a place that helps improve the world.”

RIGHT: bathroom featuring **XLIGHT** cladding and flooring, with joints finished in **Colorstuk Rapid Beige** by Butech. The washbasins and countertop are made from **Solid Surface L505 Beige Marfil** by Krion. Taps **Essence C** wall-mounted radiator and accessories, all in black are by **Noken**. The games room is fitted with **River Silver** flooring by **Porcelanosa**, with joints sealed using **Colorstuk Rapid Manhattan** by Butech.

BELOW: one of the bedrooms, with **PAR-KER® Manhattan Cognac** flooring by **Porcelanosa** and joints done in **Colorstuk Especial Doussie** by Butech. Bathrooms are completed with an exclusive bathtub, **Rondo** single-lever tap and **Round** spout in titanium, all by **Noken**. The wall cladding is **XLIGHT Ewood Camel**, and the flooring is **PAR-KER® Manhattan Cognac** by **Porcelanosa**.

OPPOSITE PAGE: spa with indoor pool opening onto the garden. The warm tones of ceramic wood define the interiors – **XLIGHT Ewood Camel** on walls, **PAR-KER® Manhattan Cognac** on floors, and **Colorstuk Especial Doussie** joints by Butech. **XLIGHT Emerald Green** by **Porcelanosa** lends a touch of elegance to the entrance of the sauna and shower area.





Villa Alma offers a range of thoughtful touches designed to make every stay a one-of-a-kind experience: a personal assistant, fresh flowers and organic wine on arrival, along with three gourmet menu options for pets. Guests can also request a private chef, pre-dinner tea service, and special toys and amenities for families with children. Pets are not only welcome – they're treated to their own trainer, toys and grooming services.

The property includes parking for two vehicles, a barbecue and a 22-metre pool with a built-in jacuzzi.

On the challenges of bringing this exclusive villa to life, Francisco de Palacios explains: "The aim was to create a deeply personalised space, with its own narrative and distinctive character, as one would for a private client. This experience immerses you in a home where architecture, interior design and landscape come together in perfect harmony. The greatest challenge? Preserving the SHA concept as a holistic life experience – a space for health, wellbeing and personal fulfilment – free from fleeting trends or predefined models."

MASTER FLOOR TURIN / ITALY

Understated elegance

The perfect combination of historic architecture and contemporary renovation makes this striking apartment a model of balance and beauty in the heart of the city.

Photos: FABIO OGGERO





The apartment's communal areas are spacious and open-plan, offering an extraordinary sense of space and comfort. There are virtually no visual barriers – just a pair of columns clad in **Liem Black Polished** cladding by **XTONE** – and the use of low furniture enhances the impression of continuity. The interior volumes of the generous living room are defined by a chromatic interplay between the **Liem Black Polished** cladding and the **XLIGHT Glem White** flooring by **Porcelanosa** in a matt finish. This interplay extends throughout the space, punctuated by subtle artificial lighting and filtered through the large amount of natural light streaming in from the expansive floor-to-ceiling windows.



The renovation project for this spectacular 400 m² apartment in the centre of Turin is the work of Venetian studio Vatta Architetti. Their concept fosters a dialogue between the building's exterior and interior. The elegance of the stone façades of the historic building – renovated in 1937 – is mirrored inside, where large-format **Porcelanosa** cladding has been used on both walls and floors.

The interior, largely open-plan since the building's initial refurbishment, has allowed for the creation of a unified, flowing and yet perfectly organised space. A central hallway leads to the doors of the various rooms and also opens onto the apartment's main living area. This large space, divided into distinct zones, is separated from the kitchen by glazed walls that allow light to pass through – light that is further diffused by two generous windows overlooking the two squares flanking the building. The result is a continuous, balanced space, where the tactile quality of the surfaces plays a key role. A palette of materials in varying tones ranges from the warm wood of the wall cladding and flooring in the bedrooms, featuring **Lutier 1L Grey** by **L'Antic Colonial**, to the elegant interplay of reflections created by **XTONE**'s large-format stone finishes. The furniture has been designed by Vatta Architetti, and the bathrooms feature products by the **PORCELANOSA Group**.





ABOVE: the kitchen area is separated from the living room by glass walls, maintaining the sense of continuity and transparency across the main floor, which features **XLIGHT** by **Porcelanosa**.

PREVIOUS PAGE, TOP LEFT: the sense of warmth in the bedroom is created using **Lutier 1L Grey** by **L'Antic Colonial**, in an ash-effect grey tone.

PREVIOUS PAGE, TOP RIGHT: in the bathroom, a **Soleil Square** bath in gloss white is paired with matt black **Square** taps, all by **Noken**. The bath is set into a surround finished in **Liem Black Polished** by **XTONE**. In the washbasin area, twin **3-Way** basins in **Krion® Solid Surface** are each fitted with matt black **Square** mixer taps by **Noken**. The flooring and wall cladding are **XLIGHT Glem White** by **Porcelanosa**.

PREVIOUS PAGE, BELOW: coordinated cladding and worktop in **Liem Black Polished** by **XTONE**. Circular washbasin **Slender** by **Noken**.

THE PALMS JACÓ / COSTA RICA

The shapes of a home

This penthouse combines a sophisticated, contemporary aesthetic with a love of natural forms and materials. It redefines the experience of living in a paradisiacal setting while, at the same time, offering warm and cosy spaces where you can feel completely at ease with yourself.

Photos: GARCÍA LACHNER / DECOKASA STUDIO



The client's flooring requirements were met with **Hannover Bone** ceramic tiles by **Porcelanosa**, featuring a soft natural stone finish in light tones that enhance the natural light's brightness. This combination is harmoniously balanced by the wooden furniture and details such as the open-plan kitchen island-countertop in compact mineral **Calacatta Green**. Its green veins evoke the trees found in the natural surroundings of the area.







ABOVE: the **Hannover Bone** flooring by **Porcelanosa** maintains a light tone in the master bedroom and contrasts with the green background of the mural supporting the headboard.

PREVIOUS PAGE, TOP: in the washbasin area, a **Round** single-lever mixer and drainer in brushed gold, along with a rectangular **Sotto** basin. All by **Noken**.

PREVIOUS PAGE, BOTTOM LEFT: in the main bathroom, a **Round** single-lever mixer with a high spout in brushed gold. In the shower: a **Lignage** shower head, a **Rondo** spray arm and (in detail) a tap assembly comprising a **Minimal** handle, a **Lignage** water inlet bracket and an anti-twist flexible hose coated in PVC. All by **Noken** in a brushed gold finish.

A luxury penthouse located in one of the most biodiverse areas of Central America, enjoyed by the owners of this recently renovated apartment in Jacó, Puntarenas province, situated in the most desirable area of Costa Rica's Central Pacific coast. Just a stone's throw from Jacó's famous surfing beach and very close to the Playa Hermosa-Punta Mala National Wildlife Refuge. An explosion of sounds and colours, especially green, which is also reflected in the interior design details such as the many pots and vases with wild plants scattered throughout the common areas, bathrooms and bedroom – where the headboard wall is also green.

The Puerto Rican architecture and design firm Decokasa Studio, with extensive experience in this rapidly growing tourist area, was responsible for the project. For the flooring throughout the home, the client sought a fossil stone look in a greyish-white tone that evoked the legacy of pre-Columbian societies. For the kitchen worktop, a material was chosen that connects the characteristic greenery of the natural environment with the sophistication of a 21st-century penthouse. In the bathrooms, taps and fittings were selected for their distinctive contemporary design and the quality of their finishes. These solutions were made possible by the choice of materials from the **PORCELANOSA Group** brands, contributing to a home that is both elegant and inviting.

The beating heart of Mexico

Luxury and craftsmanship, modernity and tradition, local flavours, art and history... The Mexican capital is a mosaic of contrasts, with each neighbourhood revealing a different facet of a city and country in continuous transformation.

Photos: FERNANDO MARROQUÍN / LGMSTUDIO / GETTY IMAGES / COURTESY ORIGINARIO



1 25 years of Porcelanosa Mexico

Since its arrival in Mexico in 1999, the **PORCELANOSA Group** has stood for trust, cutting-edge design and sophistication. Their vision to transform the way spaces are conceived, built and inhabited has created a unique story, supported by a community of architects, designers, builders and families.

Porcelanosa Mexico, present in twelve states, began with locations such as the Porcelanosa Masaryk showroom – a flagship store in the Polanco neighbourhood – featuring carefully designed environments showcasing contemporary ceramic, furniture and integrated technical solutions, all with expert advice.

Presidente Masaryk, 140. Colonia Polanco /

Av. División del Norte, 518. Colonia del Valle Norte /

Altavista, 9. Colonia San Ángel / Periferia Sur, 3720. Jardines del Pedregal

www.porcelanosa.com



2 Lilōu

Parisian elegance, New York energy and Mexican flavour meet at the flagship restaurant of the Presidente InterContinental Hotel in Mexico City. The venue's modern interior design, featuring **PORCELANOSA Group** products, showcases chef Martha Brockmann's all-day menu: classic, comforting dishes, signature cocktails, afternoon tea and a boutique bakery and patisserie. A truly 360° sensory experience.
www.lilourestaurant.com

3 Tokoya Nigiri Bar

Set in a former barbershop in Polanco – 'tokoya' means barbershop in Japanese – this is one of the city's top destinations for traditional Japanese cuisine. A modern, serene space inspired by oriental design, realised with **PORCELANOSA Group** products. 'Nigiris', soups and other dishes are made using fresh, responsibly sourced ingredients by Mexican chef Luis Ortega. The experience is complemented by a cocktail menu created by mixologist Raymundo Becerril, based on Japanese spirits and fermentations.
Avenida de los Campos Elíseos, 218
www.tokoyanigiribar.com



4 Casa Luis Barragán

Built in 1948 as the home and studio of the celebrated Mexican architect – who lived there until his death in 1988 – this modernist masterpiece is a UNESCO World Heritage Site. It is the only individual property in Latin America to hold this honour. Located in the Daniel Garza district, it is considered one of the most influential examples of contemporary architecture, masterfully blending art, space and light. The street-facing façade is austere, broken only by the library windows. With its modest-looking finishes, it might almost go unnoticed – were it not for its size, which sharply contrasts with the surrounding buildings.

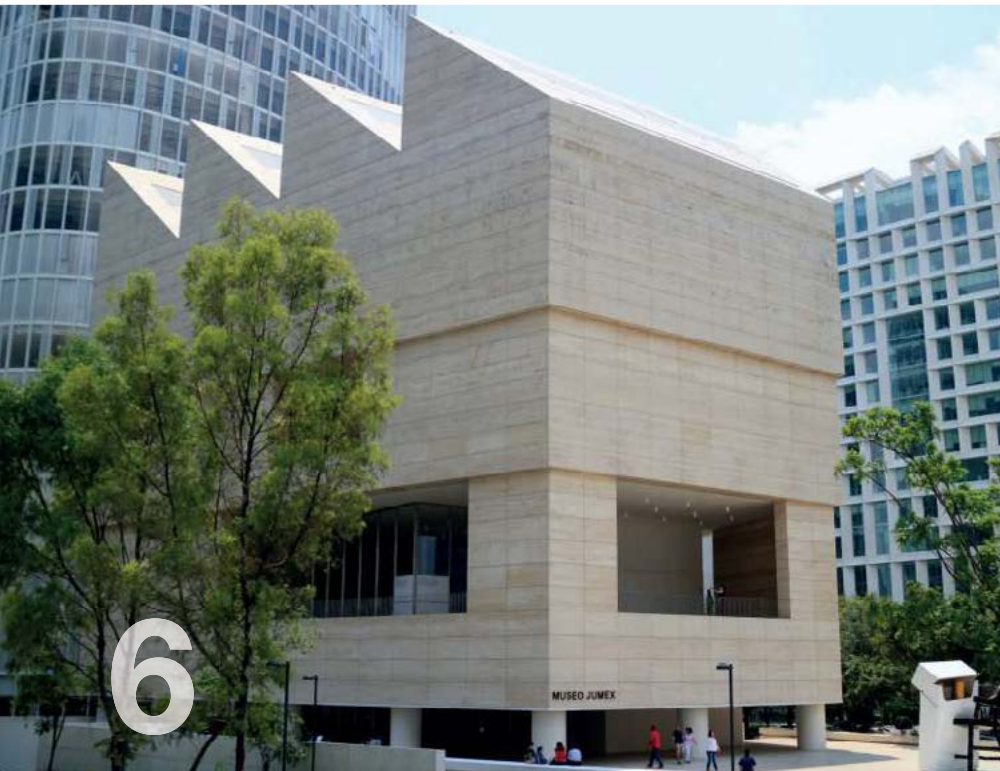
Calle General Francisco Ramírez, 12
www.casaluisbarragan.org

5 Soho House

In a restored former mansion in Colonia Juárez, this private residence has been transformed into an exclusive club that blends French and Baroque styles with Soho House's signature design. Among its spaces, it has several bars, a library, a vinyl room, a courtyard with a swimming pool and four bedrooms. More than just a venue, it's a home for creative people who love art and design.

Calle Versalles, 28
www.sohohouse.com/es/houses/soho-house-mexico-city





6 Museo Jumex

The Jumex Collection, one of the most important contemporary art collections in Latin America, is housed in this iconic building designed by architect David Chipperfield, winner of the Pritzker Prize in 2023 and the **PORCELANOSA Group Honorary Prize** in 2024. It stands out for its architecture, which blends elegantly into the urban landscape of the Polanco neighbourhood. Since its opening in 2013, this space has become key to the dissemination and exploration of cutting-edge creations, serving as an active laboratory of ideas and a benchmark on both the Mexican and international cultural scene.

Boulevard de Miguel de Cervantes Saavedra, 303
www.fundacionjumex.org

7 Diego Rivera and Frida Kahlo Studio House Museum

This complex of studio residences, set in the charming neighbourhood of San Ángel, was designed in 1931 by architect and painter Juan O’Gorman at the request of Diego Rivera. It consists of two separate functionalist-style structures, where Rivera and Kahlo lived and worked. Since 1986, the site has housed a museum that preserves and enriches the artistic and intellectual legacy of the celebrated couple, who in their time redefined the cultural and social life of the country. A pioneering work that every lover of art and history should visit.

Calle de Diego Rivera, s/n
www.inba.gob.mx/recinto/51



8 Quintonil Restaurant

An emblem of contemporary Mexican cuisine, Quintonil is a project led by husband and wife Alejandra Flores and chef Jorge Vallejo, whose culinary vision revolves around national ingredients reinterpreted with creativity. It has been awarded two Michelin stars and is ranked among the world’s best restaurants by *The World’s 50 Best Restaurants*. The restaurant offers a nine-course tasting menu and à la carte options, with dishes that combine staple ingredients (beans, squash, chillies...) with less conventional ones, such as quintonil – the herbaceous plant from which the restaurant takes its name. Its warm interior design enhances a profoundly Mexican culinary experience that has helped reshape Mexico’s gastronomic landscape, starting with its capital.

Avenida de Isaac Newton, 55
www.quintonil.com

9 La Ciudadela Crafts Market

Created in 1965 as a prelude to the 1968 Olympic Games to showcase the country’s cultural richness, it is a benchmark of Mexican folk art and an essential destination for anyone in search of authentic handcrafted items. It brings together more than 300 exhibitors from across Mexico, offering hand-embroidered textiles, ceramics, jewellery, toys, musical





instruments, masks, mirrors and artisanal furniture, among many other pieces. A stroll through this market reveals objects rich in both beauty and history.

Avenida Balderas, s/n
www.laciudadela.com.mx

10 Originario

A showroom that brings together the best of Mexican design and interiors in a welcoming, creative setting in the heart of Colonia Roma. Curated by the discerning eye and refined taste of Andrés Gutiérrez, the space presents furniture, decorative objects and artisan pieces that reflect the country's diversity. The showroom is in constant flux, with its environments regularly reimagined to tell new stories through textures, materials and forms. Each object has a Mexican origin – its essence present in every corner.

Calle de Colima, 249 B
www.originario.mx

11 Plaza del Zócalo

The nerve centre of Mexico City's social and political life, Plaza del Zócalo – officially known as Plaza de la Constitución and once the esplanade on which the Templo Mayor of Tenochtitlán stood – is one of the most emblematic public spaces in the country and on the continent. It is framed by two architectural landmarks: the Metropolitan Cathedral, a baroque masterpiece, and the National Palace, once the residence of Moctezuma and Hernán Cortés, and today seat of the executive branch. Inside, visitors can



admire Diego Rivera's fascinating murals on the history of Mexico and explore the Museum of World Cultures, located in one of the palace's halls and accessible from Calle de la Moneda. The streets around the Zócalo buzz with people, restaurants, shops and boutiques offering everything from the finest crafts and jewellery to traditional items and objects. The Zócalo is the gateway to the Mexican soul.

12 Chapultepec Castle

A silent witness to some of the key moments in Mexico's history, this majestic neoclassical building is the only one in the Americas that can truly be called a castle. It stands atop Chapultepec Forest – the largest urban park in Latin America – and was once home to emperors, presidents and other dignitaries. Since 1944, it has housed the National Museum of History, one of the most visited in the country, both for the breadth of its permanent collection, which spans from the fall of Tenochtitlán to the Mexican Revolution, and for its breathtaking views over the city.

Chapultepec Forest
www.mnh.inah.gob.mx



A garden of tomorrow

As has been the case for the past six years, Polanco – one of the capital's most cosmopolitan neighbourhoods – was transformed this April into a springtime spectacle for the Polanco en Flores Festival of Flowers and Gardens. For four days, hundreds of florists, in collaboration with leading brands in the area, created ephemeral installations that covered façades and shop windows in a burst of colour and texture.

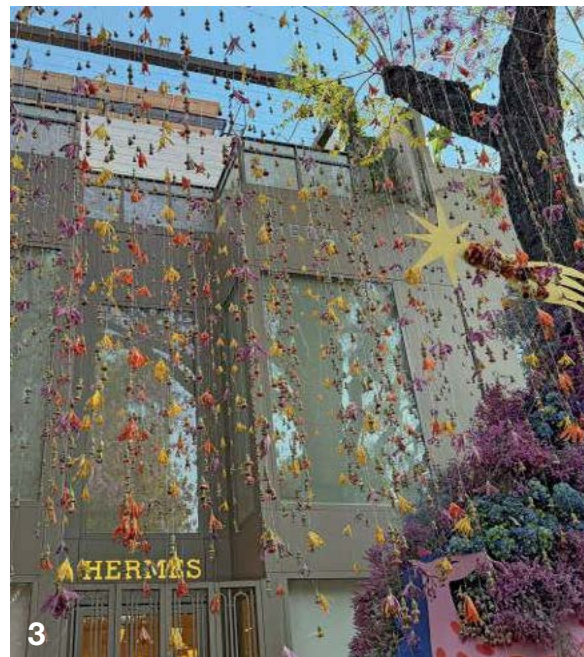
Porcelanosa Mexico joined the celebration by transforming its Masaryk showroom into a “garden of tomorrow” through the innovative *Aqua Futura* installation, developed by local creative studio Amoato. Design and nature came together in a project that elevated water as a symbol of life and the future, placing taps – essence of the brand's identity – at the centre as new channels of vitality. Inside, floral workshops inspired by the same concept were held, where participants created their own terrariums amid the brand's aesthetic universe.



1



2



3



4



5

1. Porcelanosa Masaryk showroom with its façade transformed by floral design.
2. Metal tubes evoking taps entwined with natural flowers in the *Aqua Futura* installation.
3. A cascade of flowers spills in front of the Hermès store.
4. Tiffany & Co. contributed to Polanco en Flores with a bird sculpture adorned with its famous jewels.
5. Plants also adorned the Cartier headquarters' façade.

Miele

Maximum power. Minimum noise.
Induction hobs with built-in extraction by Miele.

Once a Miele, **always a Miele.**



Follow us on our
Miele channels:



Enhancing a unique experience

Cooking outdoors, whether in the company of family and friends or simply for the pleasure of enjoying one of our favourite pastimes in close contact with nature, is an experience that deserves the best possible setting. That's precisely the idea behind Nedra, a new outdoor concept designed by Fran Silvestre Arquitectos in collaboration with GANDIABLASCO and the PORCELANOSA Group. It stands out for its pure, elegant lines, with white taking centre stage. This kitchen has been conceived to integrate seamlessly into any outdoor space, adapt to the specific requirements of each project and offer the option of incorporating personalised solutions.

The proposed design is characterised by simple, functional lines, intended to blend naturally into a variety of outdoor environments. As a modular kitchen, it offers solutions that are both practical and adaptable. For example, it can be tailored to suit different dimensions to create worktops or tables, depending on specific needs. It's also possible to integrate appliances specifically designed for outdoor use – such as fridges and freezers – built to withstand changing weather conditions while ensuring the proper preservation of food and drinks. The standout feature is an induction system fully integrated into the worktop, made from cutting-edge materials that ensure strength and durability, while also making the entire unit easy to clean and maintain. From now on, cooking outdoors will not only be easier—it will also be more enjoyable.



The outdoor kitchen features clean, flexible forms that allow for a modular layout, including built-in storage. One of the key innovations is the integrated induction system, created using advanced materials from brands within the **PORCELANOSA Group**. The concealed induction cooktop is finished with **XTONE** large-format porcelain tile, which provides durability. Meanwhile, the **RC Krypton® K-Life** compact mineral surface adds bacteriostatic properties, resilience and easy maintenance.



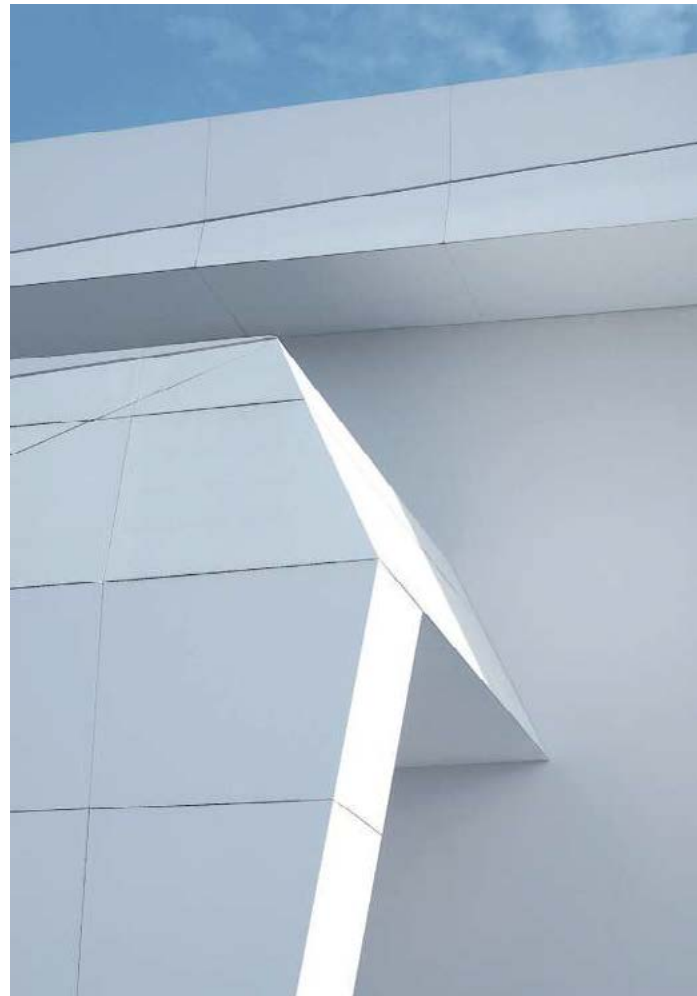
Photos: Jesus Orico.



Variable geometry

The design of a building's exterior can often be more meaningful and impactful than what lies within – particularly when it comes to large public spaces, often intended for storage or logistics. This was the case in Croissy-Beaubourg, a town just 30 kilometres from the centre of Paris, where the municipal authorities chose a ground-breaking design for a building that houses both a convention centre and a multi-storey car park.

The enveloping exterior, designed by Atena Architecture, is defined by geometric volumes on the façade, constructed from **Krion®** solid surface panels with a pure white finish that enhances luminosity. By night, original LED lighting traces an ascending line along the main façade, breaking the sense of uniformity.



A cantilevered structure generates volumes that create a different spatial geometry. This aesthetic effect is made possible by the use of **RC Krion® K-Life** solid surface panels, in a polished white finish. The design and installation of the panels were carried out by the technical team at **Butech**, using the **Krion® C-Bolt** ventilated façade system. This highlights the capacity of this next-generation material to be cut, glued or thermoformed, adapting to any need.

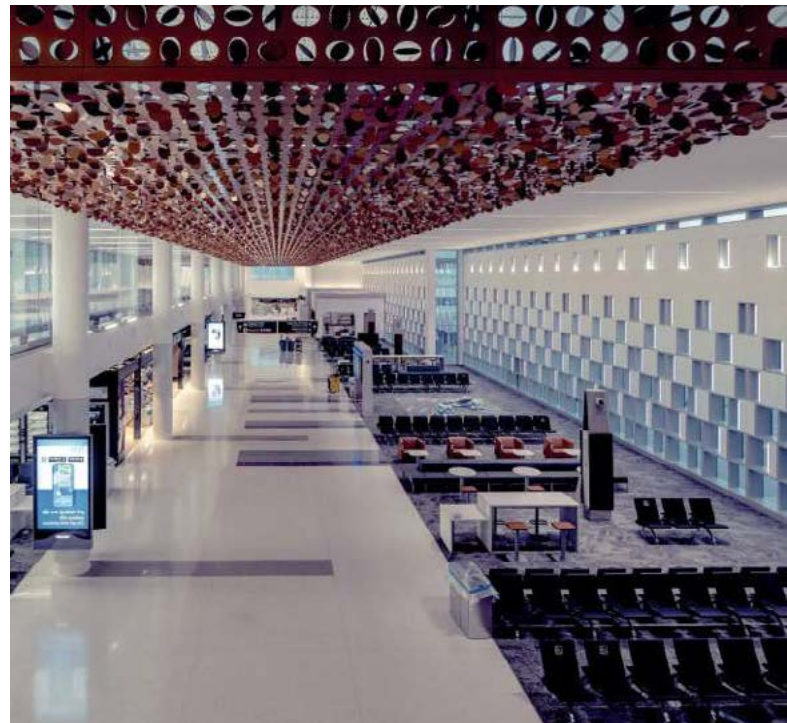


Photos: © Houston Airports.

Innovation in a large space

For the refurbishment of the Mickey Leland International Terminal at Houston's Intercontinental Airport, the Fentress design studio required a material that could be moulded into curved forms, offered high resistance to impact and wear, and was easy to maintain. It also needed to be compatible with the innovative Recessed Reveal System developed by Wall Panel Systems. The solution came via Specified Int+Ex, a firm familiar with the possibilities offered by the **Krion®** solid surface.

The use of this state-of-the-art material met all the requirements of the project. As a result, the thousands of daily users of Terminal D West now enjoy a more open space, with higher ceilings and upgraded boarding and seating areas for waiting passengers. The material was also used to create the spectacular exterior curtain wall, which lets in natural light and incorporates LED lighting.



Higher ceilings, clearer transit zones and a neutral interior design all contribute to the sense of comfort and warmth in the new Terminal D West. Large-format **RC Krion® K-Life** solid surface panels, with a bright white finish were used for both cladding and flooring.



1

Design, driving human connection

Once again, Porcelanosa's showroom in Piazza Castello became a highlight of Milan Design Week with its participation in Fuorisalone 2025. On this occasion, it presented *The Poetics of Bonds*, an immersive journey through spaces bridging the physical and digital, the traditional and the innovative. All approached from the perspective of matter, emotion and culture.

The inaugural event, *[Re] Connecting Afterwork*, was designed to foster reconnection and bring together clients, designers and other key figures from the ceramics and construction industries. From there, starting in the corridor lined with panels of different materials from the **PORCELANOSA Group** brands, visitors were immersed in a series of installations that appealed to the senses – hearing, sight, smell, touch and taste – inviting reflection on how taste and colour could become powerful narrative tools. Meanwhile, *Material Reflections* used artificial intelligence to explore the relationship between materials and our own identity.



2



3



4

1. The networking events were set against a carefully curated musical backdrop.
2. At the Coffee Hub, an artistic installation featuring speakers clad in **Krion®** played conversations exploring different forms of human connection.
3. Inspired by the Geo collection from **L'Antic Colonial**, the GeoCocoa space combined design, culture and gastronomy, with varieties of handmade chocolate echoing the ceramic finishes of the collection.
4. Exterior view of the showroom in Piazza Castello.
5. The entrance to the showroom consists of a corridor made from panels of **Fitwall®**, **Krion®**, **Alluslate®** and **Undora®**. Hundreds of origami cranes, made from wallpapers from the Art Dawn collection by **L'Antic Colonial** and created by the artist Cristina Velasco Mora, hung above the walkway.



5



We insure all the things that matter to you

At **Occident**, we make
sure you're well insured
so you can go for it all.

Occident

www.occident.com



Photos: MYGG Architecture.



Malta has a fresh reason to cement its status as a tourist destination and a hotspot for landmark architectural projects: the Hard Rock Hotel Malta, scheduled to open its doors in 2026. Backed by Hard Rock International and local developer db Group, the development is divided into three main areas, each with its own distinct identity: a five-star hotel boasting 394 rooms with balconies opening onto the Mediterranean, along with 25 suites featuring private pools; Ora Residences – two twin towers of exclusive apartments externally designed as vertical gardens; and, completing the complex, a shopping centre and 12 restaurants.

The Italian architecture studio MYGG Architecture is behind the project's design, which cleverly integrates the hotel – evoking the shape of a cruise ship – with the two residential towers. On the exterior, the building features a ventilated façade system with concealed anchoring from **Butech** incorporating the **Bottega** and **Berna** porcelain tile collections by **Porcelanosa**.



Advancing as one toward a sustainable future

Every decision we make today shapes the tomorrow we will share. A more sustainable future is possible, but achieving it requires us to join forces and transform attitudes and behaviors in a lasting way. At Deloitte, we support organizations on this journey, moving forward together toward sustainability and creating value that transcends generations.

PORSCHE

40th Anniversary of Porsche Ibérica

CELEBRATING A JOURNEY OF DREAMS COME TRUE.

A birthday that commemorates forty years of sportsmanship, dreams, and passion. A celebration with a unique gift: the creation of the special 911 Cuarenta Edition series, limited to just 40 units. A true work of art that stands out for its meticulous and exclusive design, with carefully selected colors, materials, and finishes.

Happy Birthday, Porsche Ibérica!



911 "Cuarenta" Edition Model (WLTP): Combined fuel consumption (specific vehicle): 10.6 l/100 km; Combined CO₂ emissions (specific vehicle): 240 g/km.