

PRESS RELEASE / Castellón, April 14, 2023

Tile of Spain presents “Seating experiments with Spanish ceramic tiles” during the Fuori Salone Design Week in Milán

The Design Week in Milan takes place from April 17 to the 26 bringing together design professionals from all over the world.

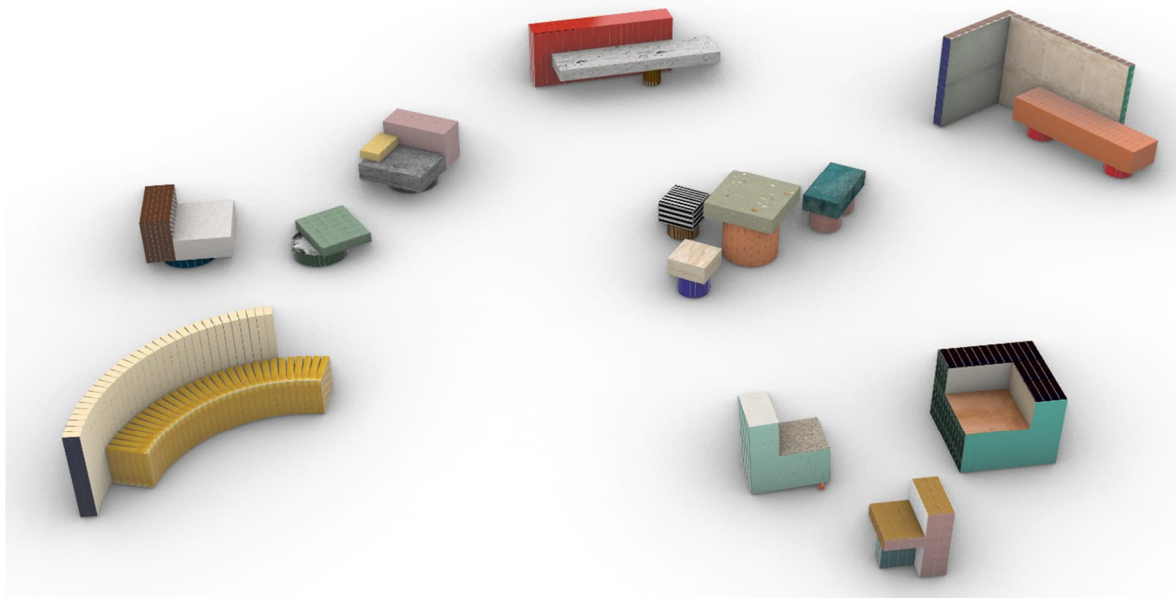
The Tile of Spain Installation was designed by Tomás Alonso, showing products from 16 Spanish companies in the Interni Magazine space of the Università degli Studi di Milano, within the framework of Fuori Salone

Fuori Salone opens its doors to welcome the Milan Design Week which is celebrated during the Salone del Mobile Week.

Tile of Spain presents “**Seating experiments with Spanish Ceramic Tile**”, an installation designed by the designer Tomás Alonso which is part of the INTERNI magazine space at the Fuori Salone. INTERNI magazine has six locations. The Spanish ceramic installation is part of the space of the Università degli Studi di Milano, better known as La Statale, in Via Festa del Perdono 7, in the Brera neighborhood.

The installation is developed based on experimentation in the type of seats that, independently or with the help of mini walls, define small spaces. These microarchitectures favor human interactions around the activity of sitting; therefore, a variety of textures, colors and formats are presented with ceramic tiles. Each of the micro spaces is approached from different situations that allow experimenting with geometries developed from ceramic tiles. The pieces are designed to be reused and continue their function in another public or private space in the city of Milan.

The 16 Spanish manufacturers participating in this Installation are: Arcana, Argenta, Azteca, Ceracasa, Cevica, Decocer, Dune, Estudio Cerámico, Gayafores, Porcelanosa, Roca Tiles, Saloni, Tempio, Vives, Wow y ZYX.




Render "Seating experiments with Spanish ceramic tiles".

In the occasion of Fuori Salone, we have designed an on-line digital catalog, *mobile first*, in the promotional tileofspain.it web, which includes the contact information of the participating companies as well as the specifications of the designs.

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ARCANA	CERACASA	DUNE	PORCELANOSA	VIVES
ARGENTA	CEVICA	ESTUDIO CERÁMICO	ROCA TILES	WOW
AZTECA	DECOCER	GAYAFORES	SALONI	ZYX SPACE

There will be intense monitoring of the exposition throughout the week from the profile of Instagram of @tileofspain and Twitter @ASCER_comunica, under hashtags **#weareTileofSpain**, **#TileofSpainatFuoriSalone** and **#SeatingExperimentSpanishtiles**.

Milan becomes the capital of design, being the media focus for professionals related to decor, architecture, and design. This new edition of the main design fair worldwide has as its theme "Future Laboratory", a concept that emphasizes the importance of the circular economy, reuse, and sustainability. Fuori Salone 2023 wants to create moments in which to think about the future of the planet.

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