

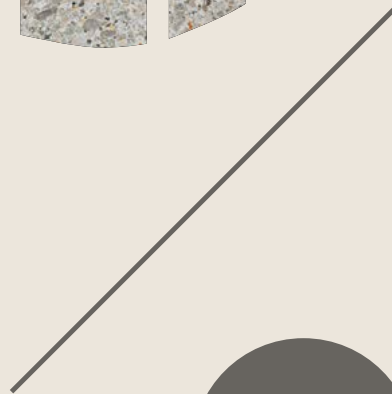
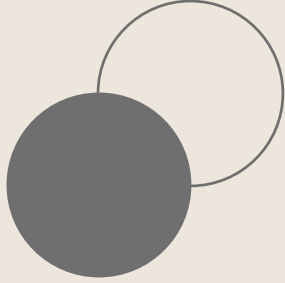
# AWARDS

XII

Projects deadline  
31 / 03 / 2019

ARCHITECTURE

INTERIOR DESIGN



BY APPOINTMENT TO  
HER MOST EXCELLENT MAJESTY  
MANUFACTURER AND DISTRIBUTOR FOR  
OF CERAMIC TILE AND RELATED PRODUCTS  
PORCELANOSA GROUP LIMITED

PORCELANOSA Grupo

&



Deloitte.



## BACKGROUND

Specializing in construction materials for 40 years, PORCELANOSA Grupo is aware of the importance that architecture, interior design, and real estate development professionals have in the developing of any project.

It therefore announces, for the twelfth consecutive year, the awards that have the following objectives:

- To cooperate with all institutions close to architecture, interior design, and real estate development in their worldwide course, progress, and standardization.
- To improve the image of the sector at national and international level, to boost its growth and scope.
- Make new values from the fields of architecture, interior design, and real estate development known, and promote them.

This will be the twelfth edition of a competition that has had as members of the jury great professionals such as RCR, Conran & Partners, Daniel Libeskind, Francesc Rifé, Lázaro Rosa-Violán, Mark Fenwick, Rafael de La-Hoz, Clodagh, Fermín Vázquez, Sandra Tarruella, Teresa Sapey, Julio Touza, Fran Silvestre, Carlos Lamela, Íñigo Ortiz, Hembert Peñaranda, Ramón Esteve, Taba Rasti, Pascua Ortega, or Benedetta Tagliabue.

## TERMS

Terms of the XII Porcelanosa Awards:

### ORGANIZING ENTITY

PORCELANOSA Grupo, as a company committed to the innovation and development of architecture, interior design, and real estate development.

### OBJECT OF THE COMPETITION

The purpose of this competition is to select the best presented project that has used the various materials from the eight PORCELANOSA Grupo companies. The main objective is to promote the creative activity of new and future professionals, encourage their promotion and the exposure of their work and innovate in terms of architecture, design, and interior design.

### CATEGORIES

The competition is divided into two categories:

**1. "Design of the Future"**, will award the project that lays out the best solution for the retail sector in the following subcategories:

- **Professionals:** Intended for interior designers, architects, and real estate developers.
- **Students:** Intended for students of interior design and architecture of all schools of design, architecture schools, and universities.

**2. "Design of the Year"** will award the best projects carried out primarily with materials from the eight PORCELANOSA Grupo companies, which have been finished between January 2018 and February 2019.

Participation in the student category can be individual or in group; in case of the latter, there shall be a maximum of 3 persons per team. In the professional category, registration shall be made as freelance or in representation of a firm, indicating in both cases only the data of the spokesperson.

Each participant can submit up to three projects, well differentiated from each other and well identified.

## CHARACTERISTICS OF THE PROJECT

### 1. "DESIGN OF THE FUTURE"

**Description:** Develop a proposal (interior design) related to a retail sector establishment (retailer), which reflects the needs of the current market. The project shall include a cafeteria with kitchen, public restrooms, several communal-use areas, and materials from the eight PORCELANOSA Grupo companies.

There is a Website through which, and using a simple form, all the textures and files can be downloaded from the various firms in different formats/programs: [www.porcelanosa.com/3dprograms/](http://www.porcelanosa.com/3dprograms/)

#### The products to be used are:

- Wall coverings and floorings: Venis and Porcelanosa (ceramics), L'Antic Colonial (wood, stone, and mosaics), Urbatek (technical porcelain), KRION®/K-Life® and Micro-Stuk by Butech.
- Construction systems, profiles, and Micro-Stuk from Butech.
- Noken taps, bathroom fixtures, and bathroom accessories.
- Washbasins and accessories from L'Antic Colonial (natural stone), Noken (ceramics), Systempool (KRION®/K-Life®), and Gamadecor (set/cabinets)
- Gamadecor kitchens.
- Supplementary elements made with KRION®/K-Life® such as facades, showcases, tables, shelves...

There is license for innovation, always with materials from any Porcelanosa Grupo firm, and without altering the product itself. The purpose is to create coherent spaces while keeping with the lines that each brand works.

#### Points to assess:

- Distribution and uses of PORCELANOSA Grupo's materials within the project.
- Project concept and structure.
- Development of multidisciplinary and balanced architectural spaces that represent the essence of PORCELANOSA Grupo.
- Coherence of all areas designed within the proposal.

- Adaptation of interior design in relation to the project motif.
- Innovative and original layout of the different materials from Porcelanosa, Venis, L'Antic Colonial, Butech, and Urbatek for the space's floorings and wall coverings.
- Inclusion of Noken, Gamadecor, Butech, and Systempool products in the spaces considered appropriate.
- Design and development of new decoration, construction, or furniture products.
- Furniture and lighting shall be valued in terms of spatial distribution. It is not necessary to highlight the specific design of each element.
- The project presentation, as well as its intentionality and development, will be assessed.
- The construction functionality, itinerary, and structure in the short, medium, and long term will be valued.

## 2. "DESIGN OF THE YEAR"

**Participants:** any individual or legal entity (architectural firm, interior design firm, design firm, freelancer...) that has completed their project within the marked period, regardless of their nationality.

**Description:** all projects that have been carried out with PORCELANOSA Grupo materials between January 2018 and February 2019 (public spaces, hotels, private homes, commercial establishments) shall be eligible.

**Used materials:** Any product from the eight companies that make up PORCELANOSA Grupo.

### Points to assess:

- Originality and functionality in the design of the project.
- Use of PORCELANOSA Grupo materials in the project.
- Integration of architecture and interior design in the surrounding environment.
- New creations and uses of our materials.
- Social and architectural usefulness depending on the context the project is framed in.

## PROJECT DOSSIER

The appendices to the basic documents required in the two mentioned categories shall enclose a brief written dossier justifying the design process, development, construction, objectives, solutions, and conclusions obtained in each phase of the project.

The text shall not exceed 200 words and shall mention and develop the lighting, furniture, and architectural structure details that have been created specifically for the project.

A technical specification shall be included along with this document, which reflects the type and established use for each PORCELANOSA Grupo material.

## PRESENTATION STANDARDS

To participate in this competition, the contestant must pre-register through the PORCELANOSA Interiorismo website: [www.porcelanosa-interiorismo.com](http://www.porcelanosa-interiorismo.com), where they shall fill out the form for each project with the parameters established depending on the category. If the participant is an individual, they shall fill out all the fields with their information. If it is a group, they shall fill out the parameters with the information of the spokesperson. Professionals who wish to register without referencing any firm shall repeat their personal information in this section. It will thus be understood that they are registering as a freelancer.

Once the pre-registration is carried out, a reference number, a link, and a password will be provided.

The project shall be presented in electronic form and shall have the following folder structure:

- **Folder 1: Panels.** The depiction shall consist of floor plan and elevation views with three perspectives, and be delivered in horizontal DIN A3 format, with a maximum of two panels being admitted per project. The panels shall have a resolution of 300 dpi and be in JPG format. The images shall be a graphic depiction that shows the Porcelanosa Grupo materials functionality and shape, use, and application concepts.
- **Folder 2: Dossiers.** Two files shall be included. The first, a descriptive dossier that shall not exceed 200 words, in which the proposal essence is defined. The second shall be a technical specification in which the PORCELANOSA Grupo products are listed, and which specifies where they have been used.
- **Folder 3: Additional information.** Graphical information generated, and all the additional information considered appropriate. If they are images, they must have a minimum size of 3000 x 4000 pixels at 300 dpi. In the case of the category "Design of the Year" they need to be actual images of the finished work.

These three folders shall include a general file that only shows the reference number provided in the pre-registration. The general folder shall be compressed into a .ZIP-type file that will be uploaded before the end of the marked deadline.

Projects containing information inside about their creators will not be accepted.

## PROJECT DELIVERY

Projects shall be delivered virtually, using the link and the password provided in the registration together with the reference number.

The deadline for delivery of the folder with the reference number will be on or before March 31, 2019. Projects that do not meet any of the above sections will not be accepted.

The first selection of projects will be published in the XII Porcelanosa Awards virtual gallery so that all users can see and comment on their favorite project.

The final classification and the winners in the different categories will be announced one week before the awards ceremony through a statement that will be sent to the participants. The final winner of the XII Porcelanosa Awards, chosen from among the above-mentioned winners, will be announced during the awarding gala.

## JURY

It is an internationally renowned multidisciplinary jury (interior designers, designers, architects, and real estate developers).

## AWARDS CEREMONY

The award ceremony of the XII Porcelanosa Awards will take place in Madrid, on a yet to be determined date. Participants will be informed of the established date for the event with a statement. In this event, the following awards will be announced: Awards of the two categories "Design of the Future" and "Design of the Year" and Special Award 2019. These will be announced in person by the members of the jury.

Porcelanosa Grupo will pay a tribute to the career of several professionals of international reference in the field, giving different awards/recognitions.

## PRIZE

The "Design of the Future" and "Design of the Year" categories will have the following acknowledgment:

- Public notification and award ceremony.
- Impact on each and every one of the information channels available to Porcelanosa Grupo: social networks, presence at exhibitions and showrooms in delegations, publications in the Group's corporate website...
- Appearance in specialized publications. They will be broadcast in the media from the sector, both nationally and internationally. There will also be a special follow-up on web portals.
- Special Award 2019: Awarded to the best project among the winners of the three categories; it will consist of a trip to Paris for the MAISON&OBJET Fair and visit to the Porcelanosa store/studio in the French capital. PORCELANOSA Grupo will pay for the travel and accommodation expenses for a maximum of 3 persons and will provide the tickets to the mentioned fair.

## LEGAL ASPECTS

PORCELANOSA Group A.I.E. reserves the rights and intellectual and industrial property of both the winner and the finalist projects in the category of "Design of the future". The decision of the competition shall not imply the construction of the project, but if, PORCELANOSA Grupo A.I.E. so deems it appropriate, it shall have the power to reproduce the proposal in whole or in part and shall be able to modify it. All material presented in both categories can be used in exhibitions, samples, or publications in the media. Participation in this competition implies acceptance of these rules. The decision of the jury is final and the minute with its verdict will become public on the website [www.porcelanosa-interiorismo.com](http://www.porcelanosa-interiorismo.com) once the awards ceremony is held. In addition, the awards may be declared void if half plus one of the members of the jury thus considers it.

After three months from the awarding of prizes, the company shall proceed to the destruction of the 12th PORCELANOSA Awards database.

+ INFO  
PORCELANOSA Interiorismo  
Telephone +34 964 507 140  
e-mail: [porcelanosa\\_interiorismo@porcelanosagrupo.com](mailto:porcelanosa_interiorismo@porcelanosagrupo.com)  
[www.porcelanosa-interiorismo.com](http://www.porcelanosa-interiorismo.com)