

# A TASTE OF SPAIN

When tasked with bringing the atmosphere, aroma and look of a traditional Spanish food market, manufacturer Vives Ceramica for



*Seriaki-R Natural Rojo and Nenets-R Natural from the Strand Collection add vibrant colour and pattern to the Bocatas & Empanadas zone*



*A monochrome tile range Vodevil in a geometric design covers the Fruit and Vegetable kiosk*

Mercado Little Spain, a gorgeously colourful new gastronomic project in New York City, features a variety of attractive and high-performance tiles by Spanish manufacturer Vives Ceramica.

Spanish chef José Andrés, based in the USA, has collaborated with fellow chefs Albert and Ferran Adrià to create a contemporary take on the traditional Spanish market.

The extraordinary culinary adventure, located in the Hudson Yards design district on the far west side of Manhattan, has 3,200 square metres of space to play with. It is divided into eateries, bars and shopping experiences and uses colour, pattern and texture to dramatically recreate the ambience of Spain.

A defining characteristic of the market is the creative application of tiles. Designed by Barcelona-based Capella Garcia Studio, Mercado Little Spain features over 50 tile designs by Vives Ceramica. Each space has a unique feel, which was easily supplied by Vives Ceramica's broad collection of tile styles.

For designer Juli Capella, ceramic tiles were the obvious choice of material.

Juli explained: "Spain is one of the most important countries in the world for the production and design of ceramics.

"As a material, it is practical but also very expressive. That is why we decided to make a strong commitment to ceramics."

Andrew Chappell, from Vives Ceramica, said: "The wall tiles were selected and specified exclusively for their aesthetic value.

"But the porcelain floor tiles had to meet the technical demands that such busy commercial environments generate. They had to offer the necessary anti-slip properties."

The Floristeria (flower market), for example, features cement-effect tiles from Vives' World Streets range – tiles that are ideal for flooring in high-traffic areas as they are available in anti-slip versions. But they are beautiful, too. The matt finish gres porcelain tiles are offered in a variety of subtle patterns as well as plains that can be randomly put together or organised in a single design group.

The Bocatas & Empanadas zone features one of Vives most recognisable ranges – Strand. Inspired by oriented strand board (OSB), a popular construction material formed from recycled wood shavings, this matt porcelain tile range is rectified and comes in six neutral tones in the 593mm x 593mm format whilst a larger format is available in Natural. At this snack kiosk, neutral tiles are combined with patterned designs in the same range including Seriaki-R Natural Rojo and Nenets-R Natural.

# IN THE BIG APPLE

Set to the concrete jungle of New York, architects chose to work with trusted Spanish ceramics for the project's floor and wall tiles.



*Raspail Cereza and Blanco wall tiles give textured interest to the wine bar's façade*

Yet more pattern can be found in the Frutas & Verduras area, where a porcelain tile called Variette Sombra from the Vodevil series covers both the bar and the work area.

Red is a key colour in the market's decorative scheme.

Juli continued: "It is a hue that is associated with the Spanish in the collective imagination.

"The sun, the fruit, a portion of the Spanish flag, the flowers in the streets and fields. It gives a cheerful, daring, attractive and elegant character."

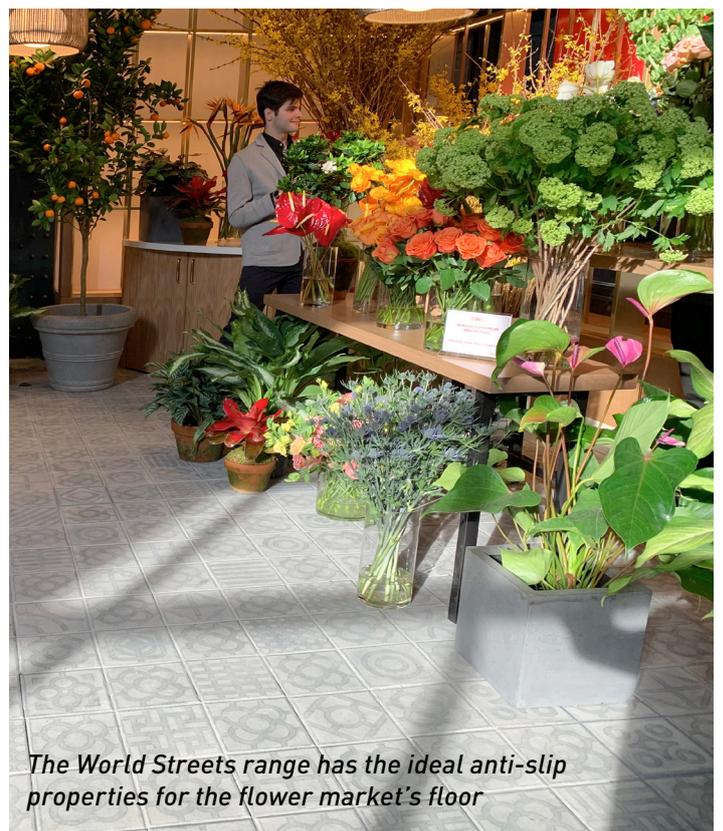
Crimson and white wall tiles with intricate relief designs emblazon vertical surfaces at the wine bar whilst at the Jamon & Queso zone, Tasty Cherry wall tiles adorn the inner part of the space and the vertical surfaces of the bar feature a wood-look porcelain plank with a distressed reddish paint effect.

Without a doubt, tiles have helped overcome the challenge of creating a market that has a large number of venues.

"Seeking to have a suitable area for each use was the great challenge. We needed to provide each and every stall with its own distinctive personality," Juli added.

[www.vivesceramica.com/en](http://www.vivesceramica.com/en)

[www.tileofspain.com](http://www.tileofspain.com)



*The World Streets range has the ideal anti-slip properties for the flower market's floor*