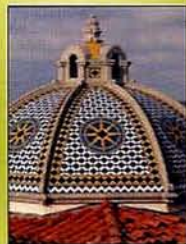




SPECTRUM

A COVERINGS AWARD 2006

HONORING OUTSTANDING ACHIEVEMENTS IN THE USE OF CERAMIC TILE



coverings

ASCER
ASSOCIATION OF CERAMIC TILE MANUFACTURERS

ASSOPIASTRELLE

CTDA

NTCA
NATIONAL TILE CONTRACTORS ASSOCIATION

ITCNA
ITALIAN TILE CONTRACTORS ASSOCIATION



FIRST PRIZE RESIDENTIAL

PROJECT NAME:	Residential Spa Pavilion
COMPANY NAME:	Interior Design Imports
ENTRANT'S NAME:	Paul S. Schatz
PROJECT LOCATION:	San Diego County, California

PROJECT TEAM:

Dolores Martinez, Associate Designer

Kevin Greenslate, Contractor

Andrew Wright, Architect

Bell Tile, Tile Installer

JUDGES' COMMENTS

"EACH FACET OF THE ROOM USES A COMBINATION OF DIFFERENT COLORS and shaped ceramic tile. Although the design is complex – it works. Each element builds the concept."

"THE SPANISH-STYLE THEME IS WELL CARRIED THROUGHOUT the home. Excellent execution. All the different tile sizes, shapes and textures work together – it's clear that much thought went into the entire design."

"GORGEOUS PROJECT – well designed and executed. It celebrates the variety and history of ceramic material."

"I WANT AN APPOINTMENT IN THIS SPA! Nice mix of texture, shape and color. Good job of staying with the context of the home."

Classical design and glazing methods by Talavera Poblana were determined to be the standard for the decorative tiles that were to be hand painted. The decision was made to use ceramic tile for its durability when in constant humid conditions. Ceramic tile is used in combination with other media such as stone mosaic and vintage Spanish terra cotta pavers. In designing the space, the tile was also part of creating the architectural form as is seen in the door surrounds and shower entrance. The tile installers worked precisely for several months on the installation so that movement over the tile, wherever one touched or walked, was comfortable to the unrobed body.

The shower in this spa pavilion was inspired by the concepts of ceramic detailing used in a water experience. The ceramic arch entry was created by hand, due to the intricate firing process. Each piece needed to be fired on all surfaces, not just on a top or side surface. This shower was one of seven within the scope of this project, so the design concept was focused on creating a unique experience both as one enters and while inside the shower. The variety of forms, patterns and textures used to construct interesting ceramic compositions created a sensual bathing space within the spa suite.



CERAMIC TILE

VERSATILE, PRACTICAL,
BEAUTIFUL — CERAMIC
TILE COMBINES FUNCTION,
SUSTAINABILITY AND ART.

Ceramic tile offers designers, architects, builders and contractors a plethora of design styles, sizes and shapes to choose from to create character and beauty for their residential, commercial and public projects. The best examples of tile use create an aesthetic that may be viewed as art, in addition to providing function and sustainability.

The Spectrum Awards competition celebrates creativity and achievement in the use of tile in residential and commercial projects. From shopping malls to libraries, from pools and patios to fireplaces, from university campuses to fine restaurants, from the underground subway to the floors of the Vatican, Spectrum has honored some of the world's most beautiful ceramic tile designs.

ELIGIBILITY

The Spectrum Awards competition was open to architects, designers, builders, contractors and other professionals whose projects demonstrated creativity and achievement in the use of tile in residential and commercial design. To be eligible, projects must have been completed within the past two years (December 2003 – December 2005). The majority of materials used for each project must be ceramic/porcelain or mosaic tile.

JUDGES

An independent panel of judges from the tile, architecture and design communities selected by Coverings and its five sponsoring organizations evaluated entries based on creativity in design and excellence in implementation.

Jennifer Adams, Editor, *Stone World Magazine* and *Contemporary Tile & Stone Magazine*

Wendy Goodman, Interior Design Editor, *New York Magazine*, Style Editor, *Departures* and Contributing Editor, *Elle Decor*

Christine Abbate, Principal, Novità Communications

Robert E. Daniels, Executive Director Emeritus, Tile Council of North America

Mary Anne Piccirillo, Public Relations Account Manager, White Good & Company Advertising

Shannon Woodmansee, Director of Membership and Public Relations, Tile Council of North America

SPONSORS

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Coverings is the leading global trade event for natural stone, ceramic tile, flooring and related products.

Coverings attracts more than 32,000 people from 100 countries, with more than 1,200 exhibitors in over 500,000 net square feet of exhibit space. Coverings also features the industry's largest educational conference, drawing participants from around the world.



ASCEC, Spain's ceramic tile manufacturers' association, represents the country's industry in Spain as well as throughout the world. Primarily, it provides information and consulting services to its members in areas such as energy, certification, standards, trade, logistics, training research and the environment. It also assists the industry by offering information about its members and their products, while promoting the use of ceramic tile as the superior choice for floor and wall coverings.



Assopiastrelle is an independent national organization representing the Italian ceramic tile and refractory manufacturers.

It promotes and provides information, assistance and consulting services to its members and plays an active role in industrial, economic and trade relations, professional training and development and research.



The Ceramic Tile Distributors Association (CTDA) is an international association of distributors, manufacturers and allied professionals of ceramic tile and related products. Its mission is to provide educational and networking opportunities for distributors of ceramic tile and their suppliers to further the consumption of ceramic tile.



The National Tile Contractors Association (NTCA) is a non-profit trade association serving every segment of the industry, and is recognized as the largest and most respected national tile contractors association in the world. NTCA firmly believes that manufacturers producing quality products, sold by trained and reputable distributors, and professionally installed by qualified contractors for satisfied customers, result in growth and longevity for the industry.



The Tile Council of North America, Inc. (TCNA) is a trade association of ceramic tile and related products manufacturers. Established in 1945, the Tile Council publishes technical literature, offers consulting services, presents professional training and conducts product performance testing and research for the ceramic tile industry. TCNA's goal is to expand the ceramic tile market in North America.