



## PRESS AGENDA\*

### Monday, February 24

**10:30h. Official Inauguration.** *Foro Centro.* Led, among other authorities, by:

- **Ruth Merino**, Minister of Finance and Economy, Generalitat Valenciana.
- **Vicente Martínez Mus**, Minister of Environment, Infrastructure, and Territory, Generalitat Valenciana.
- **Rebeca Torró**, Secretary of State for Industry

**10:30 a.m. - 1:30 p.m.** INTERIOR DESIGN, ARCHITECTURE & CONTRACT FORUM. *Hotel Cevisama, Pavilion 3, Level 2.* Sponsored by the First Vice Presidency and the Regional Ministry of Social Services, Equality, and Housing, Generalitat Valenciana.

**10:30 a.m.** THE NEW ARCHITECTONICS. *Hospitality. How to ensure sustainable growth. Design and materiality.*

**Project presentations:**

- *Raquel Sanjuan Estudio, Raquel Sanjuan.*
- *Medrano + Saez, Chema Medrano.*

**Round table:**

- *Kover Siglo XXI, Alberto Moldon.*
- *Calallarga, Vicente Gregori.*
- *Intelier Hoteles & Suites, Iker Llano.*
- *FS Francisco Segarra Furniture Vintage, Francisco Segarra.*

**Moderator:** PHG, Ivar Yuste.

**12:00 p.m.** THE NEW ARCHITECTONICS. *The importance of industrialization in the Hospitality sector. New scenarios: Residences, coliving.*

**Project presentations:**

- *Alfaro-Manrique Atelier, Emili Manrique.*
- *TdB Arquitectura SLP, Juan Núñez.*

**Round table:**

- *TM Grupo Inmobiliario, Jaime Carlos Alonso.*
- *Wes Panel, Ángel Alfocea.*
- *XIOB Grup, Sergio Taberner.*
- *Actia Tech, Felipe Vieties.*

**Moderator:** University of Navarra, Pedro J. López.



**11:00 a.m.** Meeting with the press – Héctor Ruiz-Velázquez and guided tour of Hotel Cevisama 2025. *Hotel Cevisama, Pavilion 3, Level 2*

**13:00 h.** Media presentation **EXAGRES**. Exagres Stand N2P1 B57

Meeting in which José María Gimeno, CEO and founder of Summumstudio, will explain the new architectural concept, Nómade. A wine will be served afterward. \*SRC Ana Martínez [anamartinez@ambcomunica.com](mailto:anamartinez@ambcomunica.com) +34 639719987

**13:00 h.** Official inauguration of the **Castellón Province stand**. Castellón Provincial Council Stand. Level 2, Distributor T2.

**13:30 h.** Cevisama invites you to a **"Paella Tasting."** Distributor, between pavilions 3 and 4.

**4:00 pm.** Meeting with the **media ramonsoler and solerbath**. Level 2 Pavilion 3 Stand B30.

Manuel Lozano, Country Manager of Solerbath in Spain and Portugal, will present the latest news and innovations of the group in a relaxed atmosphere, accompanied by a coffee. \*SRC Carmen Barasona [carmen@barasona.com](mailto:carmen@barasona.com) +34 607221321

**5:00 p.m.** **Alfa de Oro Awards Ceremony**. *Hotel Cevisama, Pavilion 3, Level 2*

## **Tuesday, February 25**

**9:00 h.** Exhibition of **traditional pottery and ceramics**. **Ribesalbes Town Hall**. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**10:00 a.m. – 1:00 p.m.** **Rehabiforum ANERR: The EPBD, challenges and opportunities of the new European directive. Successful business cases.** *Joaquín Rodrigo Room.*

**10:00 h.** Conference: **"Ceramics, Architecture, and Quality. CRU Achievements."** *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**10:15 a.m.** Cevisama Stand **Awards Ceremony**. *Followed by a tribute to interior designer Antonio Salinas. Hotel Cevisama, Pavilion 3, Level 2.*

**10:30 a.m.** International press conference ASCER. **Ceramic Awards Ceremony**. *Event Center, Auditorium 3A.*

**11:00 h.** **"PIONEROS"** Award Ceremony – Daniel Llorens. Castellón Provincial Council Stand. Level 2, Distributor T2.



**11:00 a.m. - 6:00 p.m.** INTERIOR DESIGN, ARCHITECTURE & CONTRACT FORUM. *Hotel Cevisama, Pavilion 3, Level 2.* Sponsored by the First Vice Presidency and the Regional Ministry of Social Services, Equality, and Housing, Generalitat Valenciana.

**11:00 a.m.** INTERIOR DESIGN. *Conference by Javier Jiménez, Studio Animal.*

**12:30 p.m.** INTERIOR DESIGN. *Conference by Leyre Ortuño and Juan Luis Medina, MIL Studios.*

**4:00 p.m.** ARCHITECTURE. *Conference by Jaime Sanahuja.*

**5:00 p.m.** ARCHITECTURE. *DANA 2024 – Housing emergency. Identification and methodology of building damage. Conference by Pablo Peñín, Secretary of the Territorial College of Architects of Valencia, and Sergio Cebrián, Municipal Architect of Paiporta.*

**12:00 h.** "Castellón, Ceramic Skin. New Projects for the Best Urban Showcase." Castellón City Council. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**13:00 h.** Award Ceremony – VIII Edition of the Raw Ceramic Sculpture Competition. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**13:30 h.** Agreement with **ASEBEC** for the Promotion and Support of Ceramic Machinery. Castellón Provincial Council and ASEBEC. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**13:30 h.** Cevisama invites you to a "Paella Tasting." *Distributor, between pavilions 3 and 4.*

**7:00 p.m. – 9:30 p.m.** *Ceramic and Bathroom Distribution Awards 2025. City of Arts and Sciences (Sala Calle Mayor, 1st floor, Príncipe Felipe Museum). Invitation only.*

### **Wednesday, February 26**

**10:00 h.** Destaca en Ruta 2025. Vila-real City Council. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**10:00 a.m. – 11:00 a.m.** AIDIMME Innovation R&D. *Experts from the Institute will discuss testing, product certifications, regulations, and their impact on internationalization (ASEBAN). Hotel Cevisama, Pavilion 3, Level 2.*

- **10:00 a.m. – 10:10 a.m.** *Presentation of R&D initiatives related to Cevisama sectors.*
- **10:10 a.m. – 10:40 a.m.** *Flooring and wall coverings, lighting and faucets, and antibacterial surfaces and VOCs.*
- **10:40 a.m. – 10:50 a.m.** *Company Q&A session.*



**10:00 - 11:00 a.m. Tech Talks ITC.** The disruption that will transform ceramics. Session 'Three technologies, one goal: revolutionizing the ceramic industry.' ASEBEC Stand, Level 2, Hall 4, Booth B59

- **TEKKINN:** X-ray inspection equipment to detect defects before firing.
- **ELECTRIC KILN:** 100% electric industrial kiln, developed in collaboration with Systemfoc, UJI, and ITC. Implemented at Equipe Cerámicas.
- **GAIATEC:** Artificial Intelligence for knowledge management in ceramic technology.

**11:00 h.** Presentation: "L'Alcora, Three Centuries Leading Ceramics – Royal Factory (1727–2007)." L'Alcora City Council. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**11:00 a.m. - 6:00 p.m.** INTERIOR DESIGN, ARCHITECTURE & CONTRACT FORUM. *Hotel Cevisama, Pavilion 3, Level 2.* Sponsored by the First Vice Presidency and the Regional Ministry of Social Services, Equality, and Housing, Generalitat Valenciana.

**11:00 a.m.** INTERIOR DESIGN. *Conference by Natali Canas, El Equipo Creativo.*

**12:30 p.m.** INTERIOR DESIGN. *Conference by Eva Prego and Cutu Mazuelos, Stone Designs.*

**4:00 p.m.** INTERIOR DESIGN. *Conference by Amparo Taylor.*

**5:00 p.m.** "Transforming the hotel experience, the bathroom as a key element." *Manel Lozano, Country Manager of ramonsoler Group in Spain and Portugal. Hotel Cevisama, Pavilion 3, Level 2.*

**11:30 h.** Award Ceremony – 17th National Ceramics Prize "Ciutat de Castelló" 2024. Castellón City Council and ATC. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**12:00 h. Port Authority of Castellón.** Media attention. Meeting with the port community and presentation of the report. Stand E56 Level 2 Pavilion 4.

- **Rubén Ibáñez,** President of the Port Authority of Castellón.

**12:00 p.m.** Cevisama 2025 Brick Day. *Joaquín Rodrigo Room.*

- **12:20 p.m.** - Opening. *Francisco Morant. President. Association of Brick and Tile Manufacturers of the Valencian Community.*

- **12:30 p.m.** - *Trabajaenbanileria.es*, awareness campaign on job opportunities linked to training by the Construction Labor Foundation. *Elena Santiago. Technical Advisor of Gremi Rajolers and José García Borja. Training Manager of the Construction Labor Foundation of the Valencian Community.*



- **1:00 p.m.** - *Roadmap Project for the Decarbonization of the Brick and Tile Sector in the Valencian Community. Ana Mezquita. Sustainability Researcher. Ceramic Technology Institute – ITC.*
- **1:30 p.m.** - *ITC's Work Lines Related to Sustainable Construction. Raúl Moliner. Head of the Commercialization Area. Ceramic Technology Institute – ITC.*
- **2:00 p.m.** - *Closing. Pedro Rognoni Escario. President of Hispaly.*

**13:30 h.** Cevisama invites you to a “Paella Tasting.” *Distributor, between pavilions 3 and 4.*

### Thursday, February 27

**10:00 h.** Presentation of the XXXIII Rallye de la Cerámica 2024. *Castellón Provincial Council Stand. Level 2, Distributor T2.*

**10:30 a.m. – 1:30 p.m.** INTERIOR DESIGN, ARCHITECTURE & CONTRACT FORUM. *Hotel Cevisama, Pavilion 3, Level 2. Sponsored by the First Vice Presidency and the Regional Ministry of Social Services, Equality, and Housing, Generalitat Valenciana.*

**10:30 a.m.** THE NEW ARCHITECTONICS. *Paradigm shift in the hotel, educational, healthcare, and vertical future sectors.*

#### Project presentations:

- *Adoras, Atelier de Arquitectura, Jesús Gallego.*
- *Morph Estudio, Chésar Frías.*

#### Round table:

- *Adriana Nicolau, Adriana Nicolau.*
- *CIDON Interior Design & Contract, Alba Vila.*
- *Soho Boutique Hoteles, Pablo Herrera de la Muela.*
- *Findnido, Alejandro González.*
- *AEDAS HOME, José María Quirós.*

**Moderator:** *GAT Gestión, Ramón Garayar.*

**12:00 p.m.** THE NEW ARCHITECTONICS. *Industrialization and modularity. New spaces for development.*

#### Project presentations:

- *GVI Internacional, Vicenç Morant.*
- *Rafael de la Hoz, Javier Lallana.*

#### Round table:

- *Hotel Boutique Hort de Nal, Lucía González.*





- Qilak, Juan Antonio Gómez.
  - Woodvile, Fernando Oiza.
  - Room 2030, Sergio Baragaño.
  - Viraje Arquitectura, Jesús Herranz.
- Moderator:** Zdenka Lara Interiorismo, Zdenka Lara.

**11:00 a.m.** Presentations of the Vigilancer «Extended Reality» Conference and Solconcer news. Castellón Provincial Council. *Castellón Provincial Council stand. Level 2, T2 Distributor*

**12:00 p.m. Valencia Port Presentation.** *Central Distributor.*

- Mrs. Mar Chao López, President of the Port of Valencia.

**12:00 h.** Presentation ceremony of the minutes, reports and documentation of the Spanish Society of Ceramics and Glass (SECV) of the 2025 Alfa de Oro Awards to the Onda City Council for safekeeping at the "Manolo Safont" Tile Museum. *Castellón Provincial Council stand. Level 2, T2 Distributor.*

**12:30 p.m.** Presentation of the 18th International Congress of Ceramic Technicians. Castellón Provincial Council and ATC. *Castellón Provincial Council stand. Level 2, T2 Distributor.*

**1:00 p.m.** Closing Ceremony of the Ceramic Installation Students Meeting. Proalso Zone. *Level 2, Pavilion 3.*

**1:30 p.m.** Cevisama invites you to "Paella Tasting". *Distributor, between Pavilions 3 and 4.*

**4:00 p.m. – 6:00 p.m. STONE GALLERY.** 'Applications of Natural Stone in Architecture'. *Cevisama Hotel, Pavilion 3, Level 2.*

- VVV Studio. Ciro Vidal and Ivo Vidal – Municipal Library, Pego
- VVV Studio. Ciro Vidal and Ivo Vidal – Energy rehabilitation of the Sang neighbourhood, Alcoy
- Pablo Muñoz Payá Architects – Pavilion in La Pedrera, Monóvar
- Ánima Architecture. Santa Morro Cave – Beatriz de Borja Palace Castle, Castellnovo
- Decanía Architecture. Anna delcampo – La Vila Mill, Vila-real
- Virtuarth Studio. Vicente Dualde, Carme Carbó – Verge de Vallivana Primary School, Morella
- Mentrestan Cooperative Architecture. Irene Civera, Jorge Navarro and José Sambartolomé – Paqui House, Pobla de Vallbona



## Friday, February 28

**10:00 a.m. – 12:00 p.m INTERIOR DESIGN, ARCHITECTURE & CONTRACT FORUM.** *Hotel Cevisama, Pavilion 3, Level 2.* Sponsored by the First Vice Presidency and the Regional Ministry of Social Services, Equality, and Housing.

*THE NEW ARCHITECTONICS. Architecture and design. Key elements for final customer satisfaction.*

### **Project presentations:**

- *Arqueha, Carlos Blanco.*
- *Inhaus, Rubén Navarro.*
- *Eseiesa, Irene Soriano.*

### **Round table:**

- *Casual Hoteles, Juan Carlos Sanjuán.*
- *Aecom, Alfonso López.*
- *Sweet Hoteles, Luis Fernández.*
- *Zenova, Jaime González.*

**Moderator:** *Main Form, Guillermo Mocholí.*

**1:00 p.m.** *CevisamaLAB 2025 Awards Ceremony for Emerging Talent Contest Winners. Hotel Cevisama, Pavilion 3, Level 2.*

*\*Subject to last-minute changes.*