

PRESS RELEASE

**THE VERSATILITY AND AESTHETICS OF THE FLEXBRICK® SYSTEM SUCCESSFULLY RESOLVE THE RESTORATION OF SEVERAL HOTELS**

- *The Isern, DDR and Mixis architecture firms have used Flexbrick® for the restoration of the Bahía de Alcúdia (Majorca), Silhouette (Malgrat de Mar, Barcelona) and Ebano Select Apartments & Spa (Playa d'en Bossa, Ibiza) hotels.*
- *The design of the ceramic textile provides a renovated image that modernizes buildings, and its simple installation makes the work fast enough to complete these restorations during the low season.*

Barcelona, December 29, 2017 - Three architecture firms (Isern, DDR and Mixis) have all used the Flexbrick® system for their respective restoration projects in the hotel sector in the last few months. In all cases, the main objective was to provide buildings with a contemporary design without undertaking major construction projects, all of which is possible with the unique features of Flexbrick® ceramic textile. In these three cases, the architects were able to improve the surroundings of the hotels, while maintaining their original structures, which date from the 1960s and 1970s.

**Restoration of the Silhouette Hotel, Malgrat de Mar (Barcelona)**

Dani Isern: “The hotel building was not very attractive and there was nothing that made it stand out, so the transformation was based on a basic concept: providing an essence, a soul... which was possible by implementing a simple project and improving the original elements”.



The firm used the Flexbrick® system to ensure an innovative, customized restoration, applying a series of specially designed solutions to update an eight-story hotel that was built in the 1960s, for which the client wanted a simple and effective formula.

A new façade was designed and all public areas were restored, adding a new spa, bar, restaurant and lobby. The façade was restored with Flexbrick® ceramic textile, which consists of a flexible ceramic sheet with a stainless-steel mesh that secures a series of ceramic pieces that form a regular pattern and this has the effect of rejuvenating the building's exterior design. The Flexbrick® system was also used in the main entrance, to create a large lobby, and on the terraces as a canopy that acts as a *brise-soleil*, or sun shade.

The final result was a great success after applying the new design that catches the eye of both passers-by and guests. The building has been transformed into something entirely different: a new, simple hotel that, after the restoration, will remain unchanged for many years to come.



*Technical details. Square meters installed: 675 - Number of sheets: 93 - Size of the ceramic tile: 20 x 10 x 3 cm - Fretwork: 42-50% - Material of the ceramic tiles: single-color terracotta - Mesh and support of the façade: AISI 316 stainless steel - Mean length of sheets: 6 meters - Construction time: 12 days - Architecture firm: Isern Arquitectos.*

## Ébano Select Apartments & Spa (Playa d'en Bossa, Ibiza)

A building containing 82 tourist apartments is restored in Playa d'en Bossa, Ibiza. On this occasion the old hotel facilities were restored in a search for modernization and excellence.

The apartments themselves were refurbished, as was the façade, maintaining their



original design based on arches and hallways while adding new values in the form of spatial fluidity and transparency.

In this project, commissioned from MIXI Arquitectos, all the living and service areas were redesigned, based on criteria similar to those applied in the previous restoration of the apartments and swimming pools.

In this second phase, the Flexbrick® ceramic system was used to build a ceramic pergola with catenary suspension, with linked stainless-steel tensors, which adds protective shade all around the building, to ensure that its guests have cover and comfort. The natural effect of the pergola with catenary suspension is to make access to the leisure areas, where the pool and bar are, more welcoming and lighted.

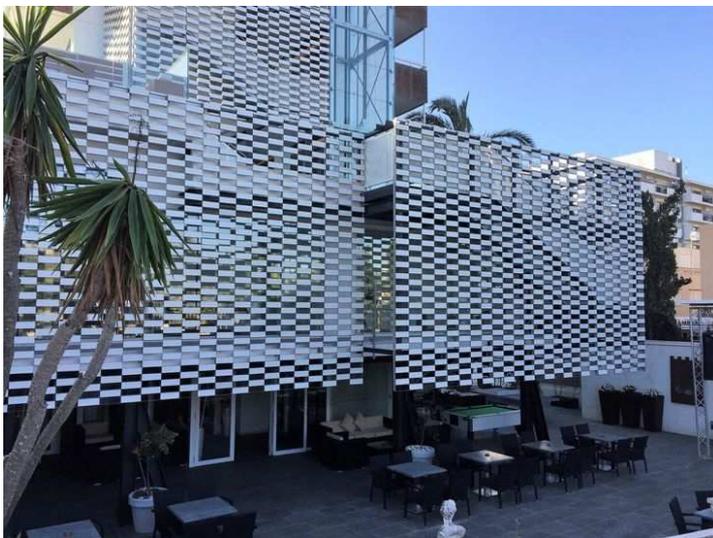


***Technical details.*** Square meters installed: 353 - Number of sheets: 161 - Size of the ceramic tile: 25 x 10 x 3 cm - Fretwork: 50% - Material of ceramic tiles: terracotta of 2 colors - Mesh and support for façade: AISI 316 stainless steel - Mean length of sheets: 2.37 meters - Construction time: 15 days - Architecture firm: MIXI Arquitectos.

## Hotel Bahía de Alcudia (Majorca)



The hotel is in a privileged location in the Bay of Alcudia, opposite Muro Beach and surrounded by a large pine forest, near the S'Albufera and Es Comú de Muro Nature Parks. As it is in the Premium 4-Star category, the building needed a thorough and complete restoration of its already great facilities in order to continue to provide first-class leisure services.



For the DDR arquitectos team, the Flexbrick® system was a great ally for cladding the façade, the panoramic staircase and the outer walls. The result is a building with a singular, contemporary appearance. On this occasion, the Flexbrick® textile consisted of white ceramic tiles enameled on both sides, and larger than usual (30x10x4cm), made exclusively for this project, linked by a supporting

stainless-steel mesh. The ceramic textile provides a modern appearance, as well as protection from the sun and a building design based on transparencies.

*Technical details. Square meters installed: 362 - Number of sheets: 45 - Size of the ceramic tile: 30 x 10 x 4 cm - Fretwork: 50% - Ceramic tiles: enameled on both sides in white - Mesh and support for the façade: AISI 316 stainless steel - Mean length of sheets: 7.33 meters - Construction time: 8 days - Architecture firm: DDR arquitectos.*

In short, Flexbrick® ceramic textile provides innovative resources in the design of efficient cladding solutions, with enormous possibilities for different applications: façades in suspension, pergolas with catenary suspension, canopies, etc. It can be perfectly adapted to the characteristics of each project.

Other advantages to be considered are the speed of installation, easy transport, easy removal and replacement of pieces at the user's convenience, the choice of material (ceramic, wood, glass, etc.), and the fact that the textile's opacity or transparency can be adapted to design requirements.

All these factors make Flexbrick® ceramic textile an ideal system for all kinds of restoration, including hotel modernization projects.

### **Flexbrick ceramic material**

This material was created by the architect Vicente Sarrablo, director of the Technical Department and Head of the Ceramics Department at the International University of Catalonia's School of Architecture. Developed by two companies in the ceramic sector in Spain –**Piera Ecocerámica** and **Cerámica Malpesa**– Flexbrick is an industrially produced system based on flexible sheets with ceramic, metallic, glass, wood and other elements to create pavement, cladding and lightweight lamellar structures. The ceramic textile speeds up construction and opens up a new range of possibilities for architectural dry cladding systems. This system allows you to “dress” façades, roofs, open areas, etc. Architects can customise their design according to the needs of each project. Numerous architectural firms have used Flexbrick for their projects, including: Archikubik, Blur Arquitectura, Michèle&Miquel, Pich Architects, PMMT, Juan Trias de Bes –TDB Arquitectura and LG Arquitectos, just to name a few.

More information: [www.Flexbrick.net](http://www.Flexbrick.net)