

Press release

05 1434

Porcelanosa unveils new flagship New York showroom

Porcelanosa today revealed designs for its new flagship showroom in the historic Commodore Criterion building in Midtown Manhattan. The firm purchased the 1,700 square-metre, six-storey building northwest of Madison Square Park at 5th Avenue and Broadway in 2012 and selected Foster + Partners to refurbish the interiors – the project is due to be completed in spring 2014.

The Commodore Criterion is included on New York's protected properties list and the design team has preserved its historic exterior, while refurbishing the interior to create a spectacular sequence of spaces. The new showroom will feature full-scale vignettes showcasing Porcelanosa's vast product portfolio, including floor and wall coverings, and kitchen and bath solutions. An entire floor of the building will be used as a design library with more than 1,000 references of tiles, mosaics, stones, hardwoods and other fine materials – an ideal working space for architects and designers.

Lord Foster:

“Porcelanosa's new Manhattan flagship is in a great location, close to the intersection of Fifth Avenue and Broadway and opposite the Flatiron Building. But like many Neoclassical New York City structures, the former Commodore Criterion which dates back to 1918 has a repetitive stack of six identical floors – not an ideal arrangement for spaces to showcase contemporary products. The main design challenge has been to work within the protected shell to transform the interior. The design will create new visual connections vertically through the building and will introduce a greater variety of spaces, with a series of dramatic interlocking levels.

This transformation is also an opportunity to radically improve the building's energy performance and we are targeting a LEED Gold rating. A highly insulated envelope will halve carbon emissions, new systems will provide free cooling and a 40 per cent reduction in water use, whilst half of all construction waste will be recycled.

In summary, the design will restore historic aspects of the exterior and create a new interior experience of large-volume show room spaces — all within the context of a sustainable agenda.”

Manuel Prior, US Branch Director for Porcelanosa:

“As a staple of New York's Flatiron district for years, the Commodore Criterion is the ideal location for Porcelanosa's new flagship showroom as the neighbourhood is the epicentre of New York's architecture and design community. The new building also represents Porcelanosa's growing presence in the US, and firm commitment to quality, innovation and design.”

Notes to editors:

Porcelanosa Group is the premiere European manufacturer of ceramic and porcelain tile, natural stone,

For further information

please contact Katy Harris at
Foster + Partners,

T +44 (0)20 7738 0455

F +44 (0)20 7738 1107

E press@fosterandpartners.com

hardwood, mosaics, kitchen cabinets, vanities, bathtubs, faucets, shower systems, solid surfaces and more. The Group has more than 400 showrooms throughout the whole world, which it either operates itself or through companies with its distributors. The company has 18 showrooms and six distribution centers spanning more than five million square feet throughout the USA. For more information, visit: www.porcelanosa-usa.com

Contact:

Brynn Whitfield, Edelman (212) 277-3798
brynn.whitfield@edelman.com

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please contact Katy Harris at

Foster + Partners,

T +44 (0)20 7738 0455

F +44 (0)20 7738 1107

E press@fosterandpartners.com