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AUGUST 22, 2012

## Workshop of Emotions by famous chef Paco Roncero and TAU Ceramica

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By interpreting the genius of the internationally renowned chef, a unique space in the world has been created where the culinary art and technological innovation come together to provide a complete living experience, unknown so far. A place where ceramic, with its many possibilities, has a prominent role.

This is a project entirely carried out by TAU Ceramica, through its S3 division, which conceived and implemented the entire space, its constructive elements and ambient intelligence.

Opened at the beginning of the summer for a few privileged guests, the workshop is the result of two years of intense work between Paco Roncero and his team and S3 division of TAU Ceramica, with the collaboration of the prestigious interior designer Carmen Baselga and a select group of companies in the field of décor and design.



Workshop of Emotions by chef Paco Roncero

Only for eight people and by exclusive invitation by the chef, Roncero's "magic box" contains in its just 50 square meters the essence of true luxury by offering the privileged audience the chance to feel and live differently in each show. The heart of the workshop is HISIA, a ceramic "smart" table of about 6 meter long made of TAU's Keraon, a ceramic material used exclusively on furniture with interactive elements and embedded sensors with Civis' Sense system technology. It is also covered by an advanced audiovisual projection system and features a show cooking area, hot-cold segments and the capacity to shake, without any contact, the content of dishes and glasses.

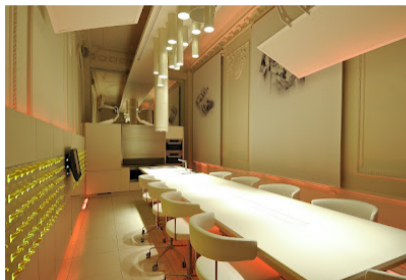


Oleotec for olive oil tasting

The table is flanked by two sophisticated motorized arms with 3D screens, an articulated interactive whiteboard that "appears" from the ceiling only when needed, sophisticated kitchen furnishings, of Lebana brand by TAU Group, with the latest models of ovens, refrigerators, wine racks and an imposing "Oleotec" (also made of Keraon) including 216 test tubes for tasting olive oil, the chef's fetish ingredient.

The flooring of the entire space has been made combining S3-TAU building systems, Drysystem and Civis Thermia, to offer the greatest thermal comfort and the flexibility of an accessible raised technical floor to hide the enormous amount of wiring (over 20 Km) which controls the whole system; the surface finish is TAU's white porcelain and the shade has been reproduced in all the workshop elements, walls and certified organic wood furniture.

The room offers the possibility of creating 16,000 chromatic atmospheres and realistic moving holograms, as well as controlling the temperature and relative humidity, scenting the ambience and offering adapted acoustic experiences. You can create different scenes matching with the gastronomic discourse, simulate exotic landscapes, provoke vivid memories of old times and generate illusions of stories yet to be live for the visitors, a real "LivingLab" in the culinary field.



HISIA ceramic "smart" table and exclusive eight seats

With this project S3-TAU consolidates its contribution to the definition of new possibilities for contemporary home and especially in the sector of hotels and restaurants.

More info:

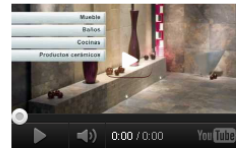
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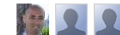
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