

RESUMEN 59

1. Full title of the paper/poster

15x15, Tile Industrial Revolution in Portugal

During the second half of the XX century, nearly twenty factories were responsible for what might be called a revolution in Portugal's tile production and its subsequent democratization.

This production has its own characteristics, a result of industrial processes hardly repeatable, accelerated by new technologies that responded to an increasing demand at a prosperous construction period in Portugal.

Despite the fact that this type of tile covers the biggest amount of tiled surfaces in Portugal, it is not properly characterized nor inscribed in the history of Portugal's tile industry.

This study aims at characterizing these tiles from Design's point of view: its historical background; the investment in technology and production processes; the variety of patterns, textures and its origin; its use by emerging social classes; its impact in housing and urban landscape and, finally, the comparison with other countries' realities.

In this way, it will be possible to analyze the elements which contributed to the most productive period in the history of Portuguese tile industry, to appreciate a significant urban area, located mostly in the cities' suburbs, and to safeguard an heritage which otherwise might soon disappear without being understood.

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3. 4 Keywords

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Tile History

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