



latest product innovations and design solutions aimed in particular at the world of architects. Over the last 10 years Cersaie has developed a program of events aimed specifically at architects with lectures and conferences given by leading names in world architecture, most recently by Pritzker Laureate Richard Rogers. Specific initiatives were organized for different target groups of professionals, such as training seminars and workshops on large-size slabs held in Tiling Town and the initiative organized in collaboration with interior design magazines called Cersaie Design Your Home. Here end consumers can receive free home renovation advices from designers. Finally, there is Cersaie for Students, a series of meetings and initiatives aimed at secondary school students from all over Italy to boost the interest in this highly creative industry."

*Bologna is very close to the center of the Italian ceramic industry that has a major influence on the rest of the world. Who did this evolve?*

"No less than 80% of the Italian tile production is concentrated in the Emilia Romagna region, particularly in the Sassuolo ceramic cluster straddling the provinces of Modena and Reggio Emilia. Bologna is located just 50 km from the Sassuolo ceramic cluster and is the capital of the Italian construction industry, a sector in which ceramics takes pride of place. So the city, the venue for Cersaie, has become the world's most important showcase for aesthetic trends, new products and applications."

The Italian city of Bologna has a lovely historic center, where the architectonic time seems to have stood still. Yet this is the city that fires up as the gateway of Italian ceramics. This is the city of the Cersaie event, the leading International Exhibition of Ceramic Tile and Bathroom Furnishings, promoted by Confindustria Ceramica and organized by Edi.Cer. spa in collaboration with Bologna-Fiere. It has become a must place to visit for every serious architect and interior designer.

OBJEKT International asked Emilio Mussini, Vice Chairman and Head of the Promotional Activities and Trade Fairs Commission, about the remarkable creative development of Cersaie.

*In a relatively short space of time, the event has grown from a technical fair to a highly innovative and creative event that no serious architect or interior designer can afford to miss. How was this achieved and how did you cooperate with exhibitors?*

"As an exhibition that brings together manufacturers and distributors from all over the world, the 2018 edition of Cersaie reaffirmed the show's role as a truly essential event for the world of ceramic tiles and bathroom furnishings. Each year, exhibitors choose Cersaie as the place to launch their

Important architects and designers come every year to Cersaie in Bologna to shine their light on their works and the use of ceramics in architecture.

Top: Pritzker Laureate Richard Rogers. Below that on the left architect Guido Canali and beside him Mario Botta.

Bottom: Massimo Iosa Ghini.

Top right: Emilio Mussini, vice Chairman and head of the Promotional Activities and Trade Fairs Commission.

Right-hand page: Lines, a rectified porcelain tiles collection with concrete floor effect both walls and floors designed by storagemilano for Ceramica Bardelli.