

CERSAIE 2014. CERAMICA RONDINE'S 5 UNMISSABLE EVENTS



We are now just a few days away from the 2014 edition of Cersaie, the annual showcase for the latest trends and the most interesting developments in the ceramics world. The International Exhibition of Ceramic Tiles and Bathroom Furnishings will take place in Bologna from 22 to 26 September. It is a crucial opportunity not only for exclusive international unveilings of **floor and wall** tiles to visitors from all over the globe, but also to check out the rest of the scene and engage in dialogue about design and contemporary matters.

Once again this year, there will be seminars, workshops, installations and activities both inside and outside the exhibition. We have taken a look at the main events and selected a few that you should not miss. Put them in your diary now!

1. Keynote Lecture by Toyo Ito

At 10.00 am on Thursday 25 September, the Japanese architect will appear in the "Galleria dell' Architettura" to discuss his extreme architectural concepts, which have won him many awards, including the 2013 Pritzker Prize. His buildings present an ideal fusion between the physical world and the digital sphere, delving into the signs of transparency to bring forth the concept of a simulated city.

2. Cersaie Designs your Home

If you are designing new residential buildings or thinking of renovating a house, make

sure you head down to Cersaie Designs your Home in the “Media Forum”, which will take place on Thursday 25 and Friday 26 September. There you will be able to ask a team of designers from the leading Italian interior design magazines for invaluable tips and free advice. They can provide instant solutions for furnishing issues and useful tips for optimum organization of the layout of your home.

3. Cer-Sea and the wonders of winter waves

This exhibition looks into possible future developments for seaside bathing establishments, following the introduction of new EU directives. The set created in the Cersaie halls reveals how beaches can be enjoyed in the winter months, thanks to gyms, spas and shops that fit perfectly into the natural environment.

The visionary show curated by the architects Davide Vercelli and Angelo Dall’Aglia pays tribute to the Italian coast: an environmental resource that plays an essential part in the country’s economy.

4. The Place of Sound

At 10.00 am on Tuesday 23 September, sound and architecture will come together in the “Galleria dell’Architettura” as **Higini Arau draws on his experience to explain the importance of acoustics in design, in a lecture with great audio appeal.**

5. Outside the exhibition centre, water is the star

Bologna is preparing to welcome water to its old town centre. The pairing of water and design is celebrated in the evocative “Ex Ospedale dei Bastardini” venue on Via D’Azeglio in the centre of the city. Bologna Water Design has been a big hit in previous years and it is now an unmissable post-exhibition event. Surfaces, bathrooms, outdoor activities and food all appear among exclusive installations designed by experts in the field.

Ceramica Rondine looks forward to seeing you at Cersaie 2014

Hall 16 Stand B45-C39

RONDINE S.P.A. VIA EMILIA OVEST, 53/A - RUBIERA (RE) ITALY - P. IVA
00142060359