CERSAIE

BOLOGNA ▪ ITALY

INTERNATIONAL EXHIBITION
OF CERAMIC TILE AND BATHROOM
FURNISHINGS

building, dwelling, thinking.

cersaie events

programme

BOLOGNA

25–29 SEPTEMBER 2012

Tuesday, **25 September**

10.45 a.m. – INAUGURATION
Piazza Costituzione Entrance
Ribbon-cutting Ceremony

11.00 a.m. – ECONOMIC CONFERENCE
Europauditorium Palazzo dei Congressi
"Made in Italy" on the Upswing
In cooperation with "The European House-Ambrosetti"

Speakers:
Filippo Patroni Griffi – Minister for Public Administration and Innovation
Giorgio Squinzi – Chairman Confindustria
Irene Tinagli – Professor of Management and Organizations, Carlos III University, Madrid
Franco Manfredini – Chairman Confindustria Ceramica
Andrea Cabrini – Editor, Class CNBC Italia (moderator)

2.00 p.m.
Galleria dell'Architettura - Galleria 25/26
Design goes sci-fi: Cini Boeri and Bruce Sterling

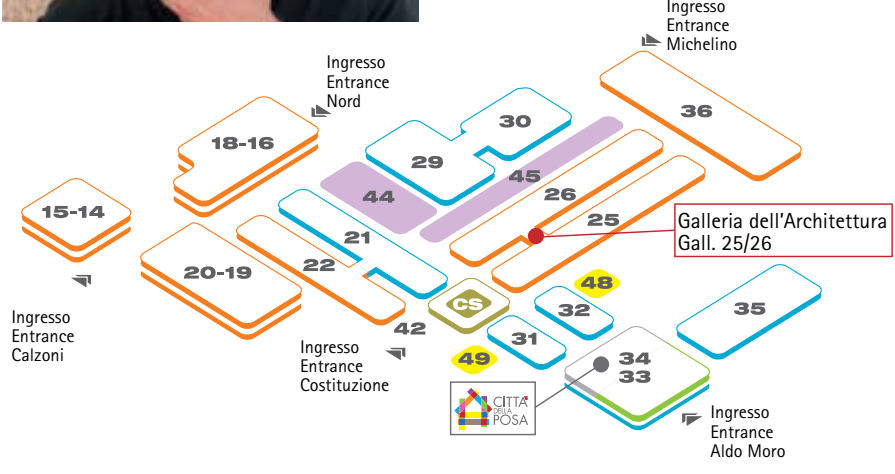
Speakers:
Cini Boeri – Architect and Designer
Bruce Sterling – Writer
Stefano Mirti - coordinator of the Id-Lab projects in Turin and professor of design at the Bocconi University of Milan (moderator)

6.30 p.m.
Galleria dell'Architettura- Galleria 25/26
Ceramics of Italy International Press Conference
(reserved for Italian and international press)

Speakers:
Franco Manfredini – Chairman Confindustria Ceramica
Alessandro Scopetti – Vice-Chairman Confindustria Ceramica
Roberto Luongo – Director General ICE-Agenzia
Gian Carlo Muzzarelli – Emilia-Romagna Regional Minister for Industry and Green Economy
Vittorio Borelli – Chairman for promotional activities Confindustria Ceramica
Armando Cafiero – Managing Director Confindustria Ceramica (moderator)

At the end of the conference, **Award Ceremony of Ceramics of Italy Journalism Award** and official opening of the exhibits

followed by buffet-dinner



Wednesday **26 September**

10.00 a.m.
Galleria dell'Architettura - Galleria 25/26
Conference by Shigeru Ban
In cooperation with the Department of Architecture, University of Bologna

Speakers:
Shigeru Ban – Architect
Matteo Agnoletto – Architect and researcher Department of Architecture, University of Bologna

11.00 a.m.
Sala Concerto, Service Centre – Wing D
"Best Showroom Award 2012"
Competition organised by Il Bagno Oggi e Domani, with the support of Confindustria Ceramica

12.00 a.m.
Galleria dell'Architettura - Galleria 25/26
Historical and artistic heritage in Emilia Romagna after the earthquake

Speakers:
Carla Di Francesco - Superintendent for artistic heritage Emilia Romagna
Giovanni Chiaramonte - Photographer
Fulvio Irace - Professor of History of Architecture at Milan Polytechnic

12.00 a.m.
Sala Allegretto, Service Centre – Wing C
Presentation of "Ceramica Amica" consumer handbook

Speakers:
Andrea Ligabue - Member of the board of Confindustria Ceramica
Augusto Ciarrocchi - Chairman of Centro Ceramica Civita Castellana and Ceramic Division of Uni-Industria Lazio,
Loredana Gulino - Director General of DG for the Fight against Counterfeiting – Italian Patent and Trademark Office of MISE
Mario Verduci - Director general of Federcomated - ConfCommercio
Andrea Serri - Head of Communication Confindustria Ceramica

2.00 p.m.
Galleria dell'Architettura - Galleria 25/26
Sustainability of ceramic tiles of Italy: carbon footprint

Speakers:
Annalidia Pansini – Ministry of Environment
Armando Cafiero – Managing Director Confindustria Ceramica
Luca Majocchi – CEO Emilceramica Group

2.00 p.m.
Galleria dell'Architettura - Galleria 25/26
Ceramic architectures – The origins of an idea
Presentation of projects created in the workshop organised in cooperation with DNA Associazione Culturale and the Architecture Faculty of the University of Florence

Speakers:
Paolo Di Nardo – Professor of Architecture, University of Florence
Students of the faculty of architecture, University of Florence

3.00 p.m.
Galleria dell'Architettura - Galleria 25/26
Alberto Meda: Poetic Engineering
In cooperation with Bologna Water Design

Speakers:
Alberto Meda - Designer
Valerio Castelli – Cultural Director Design Library

5.00 p.m.
Galleria dell'Architettura - Galleria 25/26
Aperitif with an architect: Andrea Maffei

Speakers:
Andrea Maffei – Architect
Carlotta Tonon – Architect, Casabella Laboratorio

7.30 p.m.
Teatro Comunale di Bologna
Serata Cersaie (invitation only)

During the evening, the presentation ceremonies for the **Confindustria Ceramica Distributor Awards and the Cersaie Awards** for the best stands will be held

IN COLLABORATION WITH:

Bologna Fiere

COMUNE DI BOLOGNA

BOLOGNA WATERDESIGN

Thursday **27 September**

10.00 a.m.
Europauditorium Palazzo dei Congressi
Lesson in reverse with Elio Caccavale

Speakers:
Elio Caccavale – Designer and Professor at the Glasgow School of Art
Stefano Mirti - coordinator of the Id-Lab projects in Turin and professor of design at the Bocconi University of Milan
Rolando Giovannini – Professor Accademia di Belle Arti di Ravenna

12.00 a.m.
Galleria dell'Architettura - Galleria 25/26
"La Ceramica e il progetto" Competition award ceremony

2.00 p.m.
Galleria dell'Architettura - Galleria 25/26
The Dilemma of Modernism_The New Bauhaus Museum Weimar

Speakers:
Heike Hanada - Architect and professor at Fachhochschule Potsdam University of Applied Sciences

2.00 p.m.
Sala Concerto, Service Centre – Wing D
EUF conference – Selling ceramic tiles and services
EUF (federation of European Tile Fixers'Association) conference

Speakers:
Franco Manfredini – Chairman Confindustria Ceramica
Jacques Vinet – Chairman of EUF
Wilm Kittelmann – Managing Director of the VDF
Silvio Boschian – Chairman Swiss Tile Association
Gerhard Reiter – Austrian Tile Association
Francesco Pettenon – General Manager FILA

4.00 p.m.
Galleria dell'Architettura - Galleria 25/26
Product and process innovation in sustainable design
In collaboration with ASTER (Consortium for Innovation and Technology Transfer in Emilia-Romagna)

Speakers:
Ángela García de Paredes, Ignacio Pedrosa - Paredes Pedrosa Arquitectos, Madrid
Vicente Leoz de Arguelles* - Head of Unit Construction, pressure equipment, metrology - DG Enterprise and Industry European Commission
Alessandro Marata - Chairman of Environment and Sustainability department of CNAPPC (Architects, Planners, Landscape Designers and Restorers National Council)
Marcello Balzani – Scientific Director, Construction Platform Emilia Romagna advanced technology network (moderator)

7.00 p.m.
Pinacoteca Nazionale – Bologna
Opening of exhibition Eduardo Souto Moura – competitions 1979 – 2011
The initiative will feature the presentation of the new monograph on Eduardo Souto de Moura published by Electa with the contribution of Cersaie

To be followed by: aperitif

WITH THE SPONSORSHIP OF:

RegioneEmilia-Romagna

WITH CONTRIBUTION OF:

ITALIA
Italian Trade Promotion Agency

Friday **28 September**

10.00 a.m.
Galleria dell'Architettura - Galleria 25/26
Press Conference with Eduardo Souto De Moura
(reserved for journalists)

11.00 a.m.
Europauditorium Palazzo dei Congressi
Keynote Lecture by Eduardo Souto De Moura

Speakers:
Eduardo Souto de Moura – Architect
Francesco Dal Co - Architect and Professor of History of Architecture IUAV

1.00 p.m.
Galleria dell'Architettura - Galleria 25/26
Award ceremony for "Beautiful Ideas" competition – Third edition

1.00 p.m.
Services Centre
Presentation of the research and innovation results of the "Design Experience" advanced training courses by the POLI.design Milan Polytechnic Consortium

3.00 p.m.
Galleria dell'Architettura - Galleria 25/26
João Luís Carrilho da Graça Architecture: recent works and projects

Speakers:
João Luís Carrilho da Graça - Architect
Francesco Dal Co - Architect and Professor of History of Architecture IUAV

8.00 p.m.
Cineteca di Bologna,
Via Azzo Giardino 64, Bologna
Cinema, cocktail and music performance (offered) by Cersaie and Bologna Water Design

Aperitif in the square of the Cineteca di Bologna
In cooperation with Bologna Water Design

Saturday **29 September**

9.30 a.m.
Galleria dell'Architettura - Galleria 25/26
A choice of format
Confindustria Ceramica and the Order of Architects, Planners, Landscape Designers and Restorers of the province of Modena present a model of advanced industrial and creative training

Speakers:
Claudio Gibertoni - Chairman of the Order of Architects, Planners, Landscape Designers and Restorers of the Province of Modena

10.30 a.m.
Galleria dell'Architettura - Galleria 25/26
Installation of Ceramic Tiles

Speakers:
Giorgio Timellini – Managing Director of Centro Ceramico di Bologna

12.30 a.m.
Galleria dell'Architettura - Galleria 25/26
Award ceremony for competition "Piazza Martiri Partigiani" in Sassuolo
In cooperation with the municipality of Sassuolo

Speakers:
Luca Caselli - Mayor of Sassuolo
Claudia Severi – Town Councillor for Urban Planning
Franco Manfredini – Chairman of Confindustria Ceramica

For updates and on-line accreditation with conferences:

www.cersaie.it

(*) To be confirmed

- **Palazzo dei Congressi**
  Piazza Costituzione 4, Bologna
- **Pinacoteca Nazionale di Bologna**
  Via Belle Arti 56, Bologna
- **Teatro Comunale di Bologna**
  Piazza Verdi, Bologna
- **Cineteca di Bologna**
  Via Azzo Gardino 64, Bologna

The programme is subject to change

The CERSAIE IN exhibitions

25 TO 29 SEPTEMBER 2012
Galleria dell'Architettura – Gall. 25/26

Young architects scrape the sky
The competition "Young architects scrape the sky", organised by Casabella laboratorio with the firm backing of Cersaie, has given concrete form to the ideas of the selected young architects through the use of interesting and visually striking models. Authentic works of ingenuity, they merit attentive study as a source of inspiration. The projects by the eight winning young designers are on display at Cersaie.

beautiful ideas

Beautiful Ideas. In praise of normality.
Third edition of the competition of ideas.
Exhibition of sketches by the students at Italian design institutes and architecture faculties who took part in the third edition of the Beautiful Ideas competition to create the advertising image for Cersaie.
Award presentation to be held on 28 September, 1.00 p.m.

La Ceramica e il progetto
Exhibition of the winning projects in "La Ceramica e il progetto", the first Italian competition for the best architecture projects using strictly Italian-made ceramics. The slide show features the projects for the residential, commercial, institutional/urban design categories. **Award presentation to be held on 27 September, 12.00 a.m.**

Redevelopment of Piazza Martiri Partigiani in Sassuolo
An exhibition of the projects submitted to the competition of ideas for redevelopment of Piazza Martiri Partigiani in Sassuolo. The competition launched by the Municipality of Sassuolo includes the use of ceramic materials amongst its criteria in a tangible tribute to Italy's most important ceramic tile manufacturing cluster.
Award presentation to be held on 29 September, 12.30 a.m.

Ciak Ceramica. Ceramic architecture. The origins of an idea.
Exhibition of projects created by students at the Architecture Faculty of the University of Florence as part of the workshop "Ceramic architecture. The origins of an idea".
The documentary video of the workshop, Ciak Ceramica, will be screened during the exhibition. **Presentation of projects on 26 September 2.00 p.m.**

Centro Servizi - POLI.design
Presentation of the research and innovation results of the "Design Experience" advanced training courses by the POLI.design Milan Polytechnic Consortium.

The CERSAIE IN exhibitions

Hall 34 - Tiling Town

Exhibit and laboratory experiences

- Tiling performance by Thomas Gugger, winner of the title of World Champion of wall and floor tiling (2011 - London).
- Demonstration Area of new techniques in tile fixing (in collaboration with Mapei and Schluter Systems).
- Tiling experience classes reserved to young people who want to undertake the profession of tile fixer (in cooperation with Formedil and the Building School of Lecco).

The CERSAIE OFF exhibitions

25 SEPTEMBER - 21 OCTOBER 2012

Pinacoteca Nazionale di Bologna - Via Belle Arti, 56

Eduardo Souto Moura. Competitions 1979-2011

For the first time in Bologna and Italy, Cersaie is presenting an exhibition celebrating the career of architect Eduardo Souto de Moura, winner of the Pritzker Prize 2011. Organised as part of the cultural programme "Building, Dwelling, Thinking", the exhibition aims to contribute to the contemporary architectural debate that is so important for the Italian ceramic industry.
The exhibition features fifty-four projects created by the architect for competitions he has participated in since he began his professional career in 1979.
The official opening in the presence of the architect will take place on 27 September, to be followed the next morning by the keynote lecture in the Palazzo dei Congressi.

Opening hours: Tuesday to Sunday: 9.30 a.m. – 6.30 p.m.
Thursday 27 and Friday 28 September: 9.30 a.m. – 11.30 p.m.
Opening on 27 September, 7.00 p.m. Free admission.

24-30 SEPTEMBER 2012

Bologna, city centre

Giving voice to ceramics

Ceramics, a versatile and malleable material used by humans since antiquity, has created forms, accommodated lights and colours and communicated ideas.
The sequence of installations of ceramic works set up in the centre of Bologna during Cersaie offers visitors an overview of this material's expressive capabilities through the interpretations of artists of the past and present. Cersaie has chosen to place the ceramic works on loan from MIC International Ceramic Museum of Faenza in a number of museums and public venues in the city so as to highlight the link with culture – and in particular Italian ceramic culture – that underpins and continues to inspire Italian ceramic tile production.
For more information: www.cersaie.it