



Ceramic Tiles of Italy

THOM MAYNE DESIGNS POSTER FOR CERSAIE 2008

“Architecture is becoming more fluid. The standard is no longer the square tile only. Formal language emerges from lines of force and space develops fluidly in response to rapidly evolving conditions and technologies. Process and materials need to evolve and adapt to contemporary conditions to remain relevant and current in architecture. Fluidity enables the continued emergence of innovation of materials; materials that accommodate the double curve or the 3rd dimension for curvilinear spaces represent immense potential and creativity for architecture and design.”
This is the idea that inspired Thom Mayne in his design for the poster for Cersaie 2008.

Thom Mayne is the ninth internationally renowned architect/designer to have created the poster for the international show, following in the footsteps of Toyo Ito (2007), Antonio Citterio (2006), David Palterer (2005), Hani Rashid (2004), Denis Santachiara (2003), Massimo Iosa Ghini (2002), Alessandro Mendini (2001) and Ettore Sottsass (2000).

Thom Mayne received his Bachelor of Architecture degree from the University of Southern California in 1968 and his Master of Architecture from Harvard University in 1978. He was a founder of the Southern California Institute of Architecture and has held teaching positions at Columbia University, Harvard University (Elliot Noyes Chair, 1998), Yale University (Eliel Saarinen Chair, 1991), the Berlage Institute in the Netherlands and the Bartlett School of Architecture in London. He currently holds a tenured faculty position at the UCLA School of the Arts and Architecture. His distinguished honours include the National Design Award for Architecture (2006), the Pritzker Prize Laureate (2005), the Rome Prize Fellowship from the American Academy of Design in Rome (1987), the Alumni of the Year Award from USC (1992), Member Elect from the American Academy of Arts and Letters (1992) and the 2000 American Institute of Architects / Los Angeles Gold Medal in Architecture.

With Morphosis, the architecture firm he co-founded in 1972 in Santa Monica, CA, Thom Mayne has been the recipient of 25 Progressive Architecture Awards, 60 AIA Awards and numerous other design recognitions. Under his direction, the firm has been the subject of extensive publications and exhibitions throughout the world.

The 26th edition of the international show will be held in the Bologna exhibition centre **from Tuesday 30 September to Saturday 4 October 2008**. Cersaie is promoted by Confindustria Ceramica in cooperation with BolognaFiere and organised by Edi.Cer. Spa in cooperation with Promos.

Cersaie's international scope was underscored at the last edition of the event, which set three new records: a total of 91,935 visitors (+1.1%), including 29.5% international visitors; 1,078 exhibitors from 32 different countries, including 223 foreign companies; 632 journalists (43% foreigners).

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