

CERSAIE

BOLOGNA ■ ITALY

Press Release

BUILDING DWELLING THINKING AND CLIMATE CHANGE Cersaie 2010 Revisits the Architecture Gallery

Now in its 28th year, Cersaie has made a name for itself as the premier International Exhibition of Ceramic Tile and Bathroom Furnishings. With an exhibition space of 176,000 square meters and 1,036 exhibitors from 34 different countries, the five-day trade fair, held from September 28 - October 2, 2010 at the Bologna Fairgrounds, is a showcase for cutting-edge products, modern designs and foremost trends. Like the 2009 conference program, this year's edition will address key issues facing the architecture and design industry and feature a number of well-regarded speakers.

Following the program's extraordinary success, Cersaie 2010 will continue its *Building Dwelling Thinking* initiative, the cultural event held in the fair's Architecture Gallery that functions as both a meeting venue and an opportunity for debate on key issues of building and materials. It will explore the issue of Climate Change, the central theme of the entire conference program, which will investigate changes occurring both at a general level and in the specific areas of Environment, Society and Culture. Key topics that will be addressed this year include architectural design, trends in interior design, and the use of materials, particularly ceramic tiles. First held at Cersaie 2009, *Building Dwelling Thinking* was attended by more than 4,000 professionals and featured 18 conferences and seminars held during the five days of the show. Alongside one of the most important cultural events organized in Italy in 2009 – the Renzo Piano Keynote Address held on October 1, 2009 in the Palazzo dei Congressi of BolognaFiere – other outstanding conferences were given by Michele De Lucchi, Stefano Boeri, Aldo Cibic, Jan Davis, Fulvio Irace, Franco La Cecla, Italo Rota, Aldo Schiavone and Luigi Zoja, to mention just a few of the speakers.

To coincide with the program, Cersaie called upon the next generation of designers to address this global issue. Recognizing their important role in the future of architecture and design, they asked students to submit their vision for the show's 2010 iconic poster. The "Eden Ceramico" competition yielded over 120 projects from 10 different Italian universities. The jury selected Alessandra Parodi, a student from the Architectural School of the Università di Genova. This is the first time in the poster's ten-year history that the honor recognizes the skill of a student. Previous masters of contemporary design and architecture include: Mario Botta (2009), Thom Mayne (2008), 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).

The 2010 poster, as well as complete videos of these wide-ranging and in-depth discussions together with interviews with key players, can be viewed on the dedicated sub-homepages of **www.cersaie.it**.

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