All aboard for Cersaie!

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Representativeness and international reach remain the hallmarks of Cersaie, which for the first time last year opened its doors to exhibitors of surface covering materials such as marble and other natural stone, parquet and even wallpaper, thereby increasing its appeal to interior designers and architects.

The final figures for Cersaie 2014, the world’s largest exhibition of ceramic tile and bathroom furnishings, confirmed the wisdom of this decision. The show hosted 945 exhibitors (45 more than in 2013), including 339 non-Italian companies (+37) from 38 countries, and attracted a total of 100,985 attendees (+0.2%), including 46,599 international visitors (46.14% of the total). The figure for “first admissions” (corresponding to “unique visitors”) also rose by 3.6% to 66,096, while numbers of international visitors grew even more sharply (+4.1%) to 23,363.

Again this year the 33rd Cersaie is preparing to offer visitors a broad overview of surface covering and bathroom furnishing products, with a strong focus on Italian tile.

As usual there will be a packed cultural programme.

Rappresentatività ed internazionalità restano i tratti salienti di Cersaie, la maggiore manifestazione fieristica a livello mondiale dedicata alla ceramica per l’architettura e arredo bagno che, per la prima volta nella scorsa edizione, ha aperto le proprie porte anche a produttori di materiali da rivestimento quali marmo e pietra naturale, parquet e, addirittura, carte da parati, arricchendo la propria attrattività presso interior designer e progettisti.

I dati conclusivi di Cersaie 2014 confermavano la bontà della scelta fatta: a fronte di 945 espositori (+45 unità rispetto al 2013), dei quali 339 esteri (+37) provenienti da 38 Paesi, la partecipazione totale aveva raggiunto le 100.985 presenze (+0,2%), di cui 46.599 estere (il 46,1%). Di rilievo anche il dato dei “primi ingressi”, pari a 66.096 persone, +3,6% rispetto all’edizione precedente, con un incremento più marcato (+4,1%) degli operatori internazionali, pari a 23.363 unità.

Anche quest’anno la 33° edizione di Cersaie si appresta ad offrire ai propri visitatori una variatissima gamma di prodotti da rivestimento e arredo bagno, con protagonista assoluta la pia-
The guest of honour at the customary Keynote Lecture to be held on 29 September will be the 2002 Pritzker Prize winning Australian architect **Glenn Murcutt**, famous for his attention to ecology and harmony with the climate and the landscape. This green vision, together with the use of simple materials, is the common thread running through his buildings and defines an architectural approach that he himself has described as “ecological functionalism”. Glenn Murcutt is also an internationally acclaimed academic who has won numerous awards for his work, including the Alvar Aalto Medal in 1992, the Green Pin of Denmark for architecture and ecology in 1999 and the Gold Medal of the American Institute of Architects in 2009. He is also an honorary member of the Royal Institute of Architects of Ireland and of the American Academy of Arts and Letters, and since 2010 has been a member of the International Jury for the Pritzker Prize for architecture. Some of his most important works are the Museum of Local History and Tourist Office in Kempsey, the Bowali Visitor Information Centre in the Kakadu National Park and the Arthur and Yvonne Boyd Art Centre in Riversdale, all in Australia.

strella Made in Italy.
Come di consueto, ricchissimo è anche il programma culturale dell’evento.
On Friday 2 October, the versatile and multitalented Massimo Giacon will give the customary and keenly anticipated Lesson in Reverse in the Europauditorium. The extremely varied programme of Building, Dwelling, Thinking will be accompanied by two exhibitions. Hall 30 will host Cer-Stile _ Italian Style Concept, designed by Angelo Dall’Aglìo and Davide Vercelli. Based on the concept of a journey from the north to the south of Italy, from mountain huts to the sea by way of an underground station, this exhibit will explore the country’s qualities of excellence through regeneration projects. Hall 29 on the other hand will feature an exhibition entitled Day Off curated by architect Diego Grandi and consisting of an essential home in an ordered natural setting which strives to establish a continuous link with nature.

One of the events organised as part of Building, Dwelling, Thinking is the second edition of the ADI Ceramics Design Award, granted in recognition of the most innovative products in the Italian ceramic sector and organised in cooperation with ADI - Industrial Design Association. During the first two days of the show, a panel of experts consisting of Silvia Stanzani (designer), Oscar G. Colli (Co-founder of the magazine Il Bagno oggi e domani) and Carlo Branzaglia (Chairman of ADI, Emilia Romagna Delegation) will appraise exhibited products in the tile and bathroom furnishing sectors and select those that have most successfully combined ceramics with innovation and design excellence.

The presentation ceremony for the second ADI Ceramics Design Award will take place on 30 September in the Cer-Stile showroom. The winners of last year’s award were Ceramic Fioranese for the product Urban_Avenue, Azzurra Ceramica for Azzurra Art, Florim Ceramica for Florim Oversize Magnum, Ceramicca Flaminia for Bonola, Tagina Ceramiche d’Arte for Esagona, Rubinetterie 3M for 22mm, and Hom for Piastrella Sinterizzata.

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Information Centre, nel Kakadu National Park e l’Arthur and Yvonne Boyd Art Centre a Riversdale, tutti localizzati in Australia.

Al poliedrico Massimo Giacon è invece affidata la consueta e attesa “Lezione alla rovescia” in svolgimento all’Europauditorium venerdì 2 ottobre.

Molto vario il programma convegnistico di Costruire, Abitare, Pensare, affiancato anche da due mostre. Nel padiglione 30 è allestita Cer-Stile _ Italian Style Concept, progettata da Angelo Dall’Aglìo e Davide Vercelli: un viaggio da nord a sud, dalle bai- te in montagna fino al mare passando per una stazione metropolitana, per raccontare l’Italia delle eccellenze attraverso la riqualificazione. Nel padiglione 29, invece, trova spazio la mostra Day Off curata dall’Arch. Diego Grandi, il pro- getto di una abitazione “essenziale” inserita all’interno di una natura organizzata, cercando con essa un rapporto costante. Tra gli eventi di Costruire Abi- tare Pensare, anche la seconda edizione del premio ADI Ceramics Design Award, pensato per valorizzare i prodotti più innovativi del comparto ceramico italiano, nato in collaborazione con ADI - Associazione per il Disegno Industriale. Una commissione di esperti, formata da Silvia Stanzani (designer), Oscar G. Colli (Co-fondatore della rivi- sta Il Bagno oggi e domani) e Carlo Branzaglia (Presidente ADI Delegazione Emilia Romagna) analizzerà durante i primi giorni di fiera i prodotti esposti e selezionerà quelli che meglio coniugano la ceramica con l’innovazione e l’eccellenza progettuale, sia nel settore rivestimenti che nel settore arredabai- gno. La premiazione della seconda edizione del premio ADI Ceramics Design Award avrà luogo il 30 settembre, presso la mostra Cer-Stile. Ad essere premiate lo scorso anno sono state la Ceramic Fioranese con il prodotto Urban_Avenue, Azzurra Ceramica con Azzurra Art, Florim Ceramica con Florim Oversize Magnum, Ceramicca Flaminia con Bonola, Tagina Ceramiche d’Arte con Esagona, Rubinetterie 3M con 22mm e infine l’azienda Hom con Piastrella Sinterizzata.
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Shortly before Cersaie, we discussed the show and the performance of the Italian ceramic industry with Confindustria Ceramica Chairman Vittorio Borelli.

CWR: Is it too early to say that the Italian tile industry is emerging from the crisis?
Vittorio Borelli: As always, the international market situation is extremely varied. Some markets such as Russia are struggling, some like Italy have simply stopped contracting and others still such as North America are booming. The combined result of these different trends is an upturn in sales volumes and an increase of a few percentage points in total turnover. However, we should bear in mind that these are small variations and on their own don’t indicate real change. Moreover, while the figures for the first half of this year confirm this trend and the Italian domestic market appears to have stopped contracting, it is still several tens of millions of square metres short of its peak levels.

CWR: What have been the effects of antidumping rules on Chinese products?
V. Borelli: The tariffs put in place in 2011 will expire in September next year, and Confindustria Ceramica has already initiated the renewal procedures. This is a very important goal for the sector because it has enabled international competition with China to be brought back in line with the principles of fair trade. We should also bear in mind that the recent competitive devaluations practiced by China will make the country’s products even cheaper, bringing a real risk of low-priced products flooding the European and other world markets.

CWR: What requests need to be made to the Government to support the domestic market?
V. Borelli: The agenda we are bringing to the government’s attention is as always very packed and focuses on two key aspects. The first aspect concerns measures that have a direct impact on consumption in the building sector, such as simplifying bureaucracy for new buildings and renovation, tax incentives for building activity, and above all an easing of the tax burden which is currently having a severe impact on the real estate sector. The second concerns measures for improving the competitiveness of companies, including new labour market rules capable of pushing up consumption, as well as aspects such as the cost of energy, simplification of rules on business activity, reduction of timeframes for civil justice, and labour costs. I should also mention the issue of infrastructures serving the ceramic district, where we have seen some progress.

CWR: Could you tell us something about the key events we will be seeing at Cersaie 2015?
V. Borelli: The tried and tested format of past years will be maintained at this 33rd edition of the show, including a variety of international ceramic districts, where we have seen some progress. I should also mention the issue of infrastructures serving the ceramic district, where we have seen some progress.

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packed programme of institutional events, conferences, exhibitions and other appointments. As is now traditional, the first day of Cersaie will be devoted to institutional events, including the opening conference held in Bologna. And for the first time in the show’s history, the International Press Conference and Cersaie Evening will be held in the Ducal Palace in Sassuolo. Guests will have a chance to admire a building that I’m sure they will find splendid and fascinating. Alongside the conferences, this year’s show will feature two exhibitions - Day Off curated by Diego Grandi and Cer-Stile coordinated by architect Angelo Dall’Aglio - which offer two different perspectives on the use of ceramics in different environments and situations. The last two days of the show will feature ‘Cersaie designs your home’, an event aimed at end consumers that will provide consulting and explore major new products.

CWR: What has been the effect of opening Cersaie to materials other than ceramics?

V. Borelli: The decision to open the show to leading companies in the natural wood and parquet flooring sector has proved a big success. It has taken just two years to attract almost all the market-leading companies, which are keen to take part and have met with the approval of other exhibitors. The marble and natural stone sector is also an important presence, if numerically less significant. We decided to open up to marble and parquet because in many markets they have the same kind of distribution system as ceramic tiles. We have worked hard to give the show a rational layout, and exhibition space is now fully sold out.

CWR: What are the main events in the cultural programme of Building, Dwelling, Thinking?

V. Borelli: This year’s Keynote Lecture will be given by Glenn Murcutt, the eighth consecutive Pritzker Prize winner to speak at Cersaie. We are very proud of this record, which is unmatched by any other exhibition in the world. Other events will include the Lesson in Reverse led by Massimo Giacon and conferences with Markus Bader, Francisco Mangado, Matthias Sauerbruck and Solano Benitez, who will discuss their different approaches to architecture. There will be technical seminars on the design of bars, restaurants and other Horeca venues discussing the best ways of using these locations, with special emphasis on the use of Italian ceramic tiles. And last but not least there will be presentations of books and other important cultural events.

V. Borelli: Il collaudato format delle diverse edizioni si riconferma anche per questa 33a edizione, con un ricco corollario di eventi istituzionali, conferenze, mostre ed appuntamenti. La prima giornata è dedicata agli eventi istituzionali con il convegno di apertura a Bologna mentre, per la prima volta nella sua storia, Conferenza Stampa Internazionale e Serata Cersaie si tengono a Sassuolo, nel complesso del Palazzo Ducale. Gli ospiti avranno modo di ammirare un Palazzo che, ne sono certo, non potrà che colpirli ed affascinarli. Accanto alle conferenze e ai seminari, un posto importante avranno quest’anno le due mostre - Day Off curata da Diego Grandi e Cer-Stile curata da Angelo Dall’Aglio - che declinano, secondo due diverse chiavi di lettura, l’uso della ceramica in diversi contesti. Negli ultimi due giorni della manifestazione si terrà poi ‘Cersaie disegna la tua casa’, l’appuntamento con il consumatore finale per offrire consulenza e illustrare le principali novità di prodotto.

CWR: Quali gli effetti prodotti dall’apertura di Cersaie a materiali “diversi” dalla ceramica?

V. Borelli: La scelta di aprire alle migliori aziende industriali del comparto del legno e delle essenze naturali si è rivelata un successo: in soli due anni la quasi totalità delle aziende che fanno il mercato sono a Cersaie, peraltro ben contente di partecipare, incontrando anche il favore degli altri espositori. Presenze importanti, anche se numericamente meno rilevanti, ci sono anche dal settore dei marmi e delle pietre naturali. Abbiamo aperto a marmi e parquet perché su molti mercati hanno lo stesso tipo di distribuzione della ceramica. Peraltro, abbiamo proceduto con ordine per dare una logica alla fiera, che comunque ha raggiunto il tutto esaurito.

CWR: Quali gli appuntamenti fondamentali del programma culturale di Costruire Abitare Pensare?

V. Borelli: La Lectio Magistralis di quest’anno è di Glenn Murcutt, ottavo Premio Pritzker consecutivo che partecipa a Cersaie. È un record che nessuna fiera al mondo può vantare. Oltre a questa si pongono le conferenze di Massimo Giacon ai ragazzi, di Markus Bader, Francisco Mangado, Matthias Sauerbruck e di Solano Benitez sui temi della loro poetica architettonica. Da non dimenticare i seminari tecnici dedicati alla progettazione di bar, ristoranti e altri luoghi ricreativi, utili per fornire valide e operative informazioni sulla più efficace fruibilità di questi luoghi, da ricercarsi anche attraverso le ceramiche italiane. E per finire gli incontri di presentazione di libri e gli altri appuntamenti che caratterizzano, anche in senso culturale, Cersaie.
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