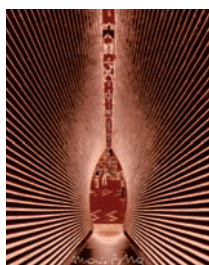


CERSAIE

BOLOGNA ■ ITALY

INTERNATIONAL EXHIBITION
OF CERAMIC TILE AND BATHROOM
FURNISHINGS

building, dwelling, thinking.



looking to the future.
industry meets the world of culture

programme

BOLOGNA

29 SEPTEMBER ▶▶ 3 OCTOBER 2009

CERSAIE

BOLOGNA ■ ITALY

International Exhibition of Ceramic Tile and Bathroom Furnishings

Bologna Exhibition Centre
Viale della Fiera, 20

29 September - 3 October 2009
Tuesday to Friday: 9.00 - 19.00
Saturday: 9.00 - 18.00
Friday and Saturday entrance open to the public

Promoted by
The Italian Association of Ceramics

in collaboration with



Organized by
Edi.Cer. SpA

in collaboration with
Promos srl

Cersaie

P.O. Box 103
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www.cersaie.it

Programme updated on 22/09/2009
The Organizer reserves the right to modify the
programme due to circumstances beyond its control

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Design:
Interpromex srl
www.interpromex.it

Printing:
Ruggeri Grafiche
www.ruggerigrafiche.it

Centro Servizi, Blocco B - 1st Floor

Press Office

Press office is a place to meet and to find out about events at the exhibition. It is a reference point for accredited foreign and Italian journalists. Press kits, press releases and photographic documentation on the main events are available in English, German, French and Italian language. A daily press review can be consulted on line too. Specific facilities are available in the vicinity of the press office, including meeting rooms reserved for the exhibitors, the Corner's Rest restaurant, and the Vip Club.

Centro Servizi, Blocco B - 1st Floor

Business Centre

The Business Centre is a meeting point for all the economic operators where specialised personnel will be available for assistance and information. An Internet Point for the operators is available there.

Centro Servizi, Blocco C - 1st Floor

Show management

Meeting point for the exhibitors where they can have all the technical and operative information they need.

Centro Servizi, Blocco D - 1st Floor

Galleria dell'Architettura

Meeting Point for architects and designers. The Galleria dell'architettura has a seminars'area, in which will take place the cultural program of Cersaie, and a Lounge, for relax and a Bookshop (Artbook) where will be available books concerning the seminars' topics .

In these area there are the exhibitions "Living the desert" and "Ceramic Tiles of Italy Design Competition".

A unique setting to pay tribute to Michael P. Johnson: among pictures, cactus and furnishings by MOROSO

This area, named after the institutional trademark Ceramic Tiles of Italy, is organised into various 'information points' where specialised staff is available to assist visitors with in-depth information and documentation.

Centro Servizi - Ground Floor

Ceramic Tiles of Italy

Ceramic Tiles of Italy is the institutional trademark of the Italian industry of ceramics that represents Italian ceramic tiles worldwide. At this desk, professionals and attendees can get all the documentation and the publications on the Italian industry of ceramics available in different languages.

Centro Servizi - Ground Floor

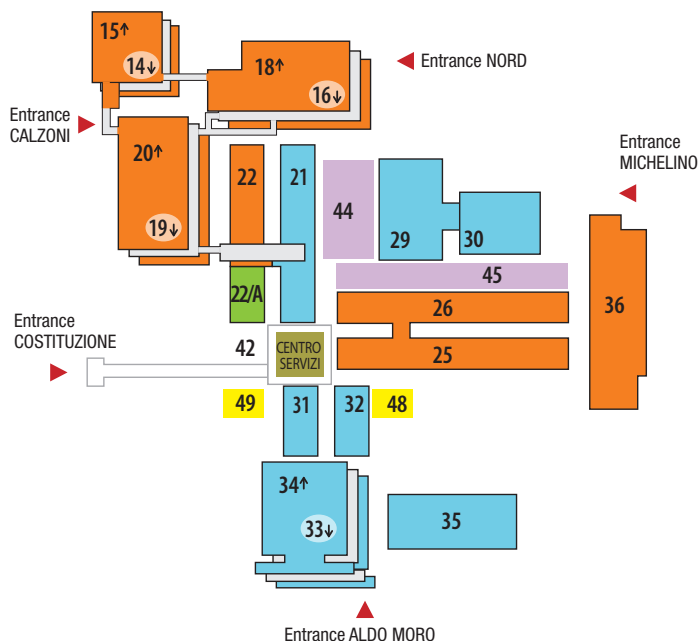
EDI.CER. spa Confindustria Ceramica

Exhibit and sales of the main publications of the Italian ceramic industry. In addition to the house organ and international magazines, more in-depth publications are available such as series of manuals, technical guides, and sections dedicated to architecture.

Centro Servizi - Ground Floor

Centro Ceramico di Bologna

Specialised personnel provide data and information on the research, experimentation, and assistance to ceramic tile companies carried out by the Centre in terms of materials, technology, and environmental issues (research projects and programmes, national and international standards, quality marks, ecological labels, university and post-university courses).



Ceramic tiles

Double firing; Clinker; Terracotta; Porcelain stoneware; Red stoneware; White single firing; Red single firing; Mosaic; Skirting boards, inserts, strips, other trims; Ceramic sun breakers and grilles; Special trims for swimming pools; Roofing tiles; Curtain walls; Floating floors

510 Companies - 97,500 sq. mt. of exhibition area

Sanitary installations

Sanitary fittings; Shower stalls; Bathtubs and whirlpool baths; Sanitary taps and fittings; Wall radiators; Saunas

Bathroom furnishings

Bathroom fittings and decor; Bathroom furniture; Mirrors and dressing-tables; Curtains, carpets and matching bathroom sets; Sinks; Marble tops, composite and natural stones

Fireplaces, ceramic stoves, tiled kitchens

Fireplaces for interior; Ceramic stoves; Tiled kitchens

380 Companies - 58,000 sq. mt. of exhibition area

Materials and tools for installation, showroom displays for ceramic products

Machines and equipment; Adhesives, waterproofing materials and sealing products; Finishing and surface treatment products; Displays, sample collection displayers, showroom furnishings

55 Companies - 15,500 sq. mt. of exhibition area

Raw materials, equipment for ceramics

Biscuit; Colorings, glazes and flux; Silk-screen printing products and decalcomania

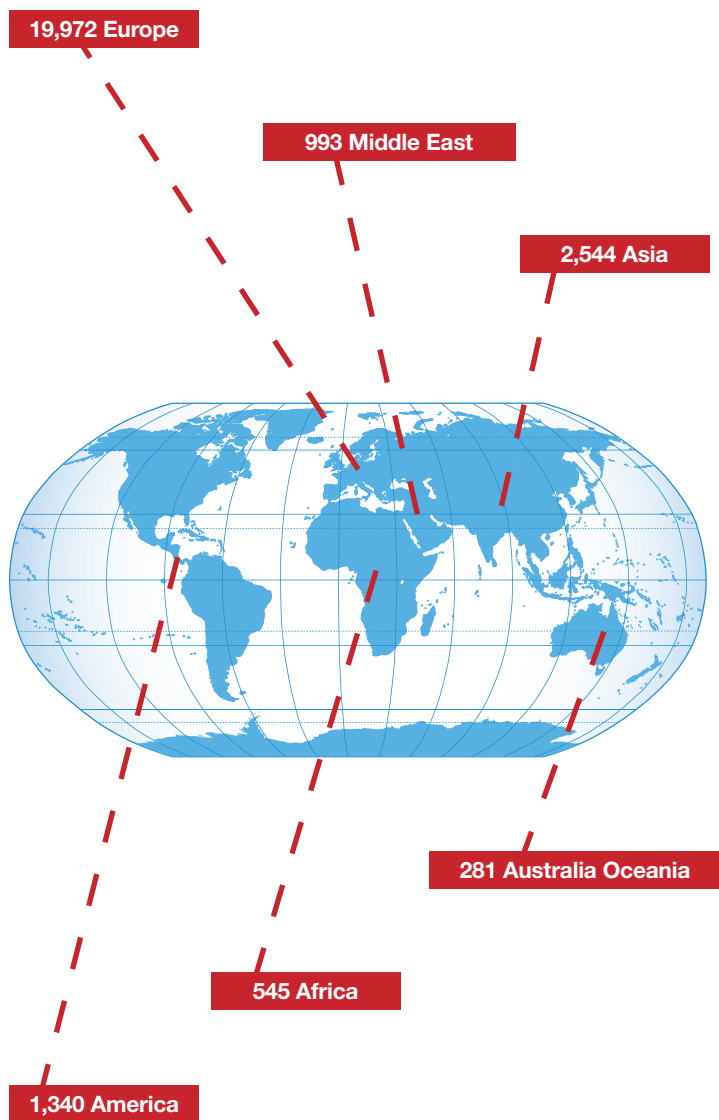
23 Companies - 2,500 sq. mt. of exhibition area

Technical press

Forwarders - shipping agents

68 Aziende - 2,500 sq. mt. of exhibition area

visitors attendance 2008



Total visitors

83,875

58,200 from Italy

25,675 from 151 foreign
Countries

Press

662 journalists

365 Italian journalists

297 representing the foreign
press

Tuesday

September 29th

10.45 a.m. INAUGURATION

Piazza Costituzione Entrance

Ribbon Cutting Ceremony

11.00 a.m. - SYMPOSIUM

Palazzo dei Congressi, Sala Europa

Competitiveness and credit market beyond the crisis

Conference promoted by Confindustria Ceramica and organised by Edi.Cer. Spa
(simultaneous translation in English)

Opening welcome of:

Fabio Roversi Monaco - Chairman, BolognaFiere

With the participation of:

Adolfo Urso - Deputy Minister of Italian Ministry of Economic Development

Vasco Errani - Chairman, Regione Emilia-Romagna

Roberto Nicastro - Deputy CEO, UniCredit Group

Franco Manfredini - Chairman, Confindustria Ceramica

Chair:

Maurizio Beretta - Journalist

to be followed by buffet-lunch

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Ceramic tile, star of habitats. New trends in design

Speakers

Orazio Lo Presti - Trend Setter Expert

Veronica Dal Buono - Researcher, Ferrara Architecture Faculty

Glauco Gresleri - Designer

Chiara Baglione - Architect and Historic Architecture

4.00 p.m. - OPENING OF THE EXHIBITS

Cersaie, Area 48

Green Street. Landscape meets architecture

Cersaie, Galleria dell'Architettura

Living the desert

Cersaie, Galleria dell'Architettura

Ceramic Tiles of Italy Design Competition

Cersaie - Gallery 15-18

Shooting for the future

Galleria dell'Architettura

Cersaie, Bologna
Exhibition Centre,
Services Centre Block D

Palazzo dei Congressi

Bologna, Piazza Costituzione 4

Arena del Sole

Bologna, Via Indipendenza 44

Chiostrì Monastici della Basilica di Santo Stefano

Bologna, Via Santo Stefano 24

Wednesday

September 30th

10.00 a.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Retrofit: energy remediation for existing buildings

Speakers

Arturo Salomoni - Scientific Director, Centro Ceramico Laboratory/Emilia-Romagna High Technology Network

Stefan Hitthaler - Designer, Consultant for CasaClima

Giacomo Bizzarri - Lecturer and Lead Researcher, E-FAF - Energy Laboratory, Ferrara Architecture Faculty

Nicola Marzot - Lecturer and Researcher, Ferrara Architecture Faculty

Chair

Andrea Rinaldi - Lecturer, Director of Architecture and Energy Centre, Ferrara Architecture Faculty

11.00 a.m. - PRESENTATION CEREMONY

Cersaie, mezzanine halls 33-34

Best Showroom Award

Competition organised by Il Bagno Oggi e Domani with the support of Confindustria Ceramica

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living nature

Speakers

Stefano Boeri - Architect and Urban Planner

Aldo Cibic - Architect

2.00 p.m. - CONGRESS

Hall 36, Sala Sinfonia

EUF Annual Congress

Federation of European Tile-Fixers Associations

Event reserved for EUF members

3.00 p.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Energy/environmental certification of buildings: LEED and other systems. The contribution of ceramic tiles

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Mario Zoccatelli - Chairman, GBC Italia

Rossano Resca - Centro Ceramico di Bologna

Francesco Sabbato - Certiquality

6.30 p.m. - PRESS CONFERENCE

Arena del Sole

Ceramic Tiles of Italy International Press Conference

Promoted by Italian Trade Commission ICE and Confindustria Ceramica, organised by Edi.Cer. Spa with the contribution of Mapei

(simultaneous translation in English, French, German and Russian)

With the participation of:

Franco Manfredini - Chairman, Confindustria Ceramica

Vittorio Borelli - Chairman for Promotional Activities, Confindustria Ceramica

Giorgio Squinzi - CEO, Mapei

Massimo Mamberti - Director General, ICE

Armando Cafiero - Director General, Confindustria Ceramica (chair)

During the Conference the presentation ceremony will be held for

Ceramic Tiles of Italy Journalism Award

8.00 p.m. - I CHIOSTRI MONASTICI DELLA BASILICA DI SANTO STEFANO

Serata Cersaie

(on invitation only)

During the evening the presentation ceremonies will be held for

Confindustria Ceramica Distributor Awards and **Cersaie Awards** for best stands at the exhibition

Thursday

October 1st

10.00 a.m. - PRESS CONFERENCE

Cersaie, Galleria dell'Architettura

Cersaie meets Renzo Piano

(registered journalists only)

11.00 a.m. - LECTIO MAGISTRALIS

Palazzo dei Congressi, Sala Europa

Renzo Piano Creating architecture

(simultaneous translation in English)

Speaker

Renzo Piano - Architect

Franco Manfredini - Chairman, Confindustria Ceramica (opening welcome)

Aldo Colonetti - Scientific Curator (chair)

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

S_Tiles: communicating sustainability

Speakers

Patrizia Lugo Loprieno - EOS Environmental Consulting Group

Alessandro Paderni - Photographer

3.00 p.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Environmental excellence of ceramic tiles: new Ecolabel criteria

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Stefania Ministrini - ISPRA

Alberto Fregni - Centro Ceramico di Bologna

4.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living the desert

(simultaneous translation in English)

Speakers

David Tyda - Editor, Desert Living Magazine

Michael P. Johnson - Architect

to be followed by:

11th International Aldo Villa Award

Organised by the Italian Ceramic Society

Friday

October 2nd

9.30 a.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living through emergencies

(simultaneous translation in English)

Speakers

Bernardo De Bernardinis - Deputy Head of Technical and Operational Department, Civil Defence

Franco La Cecla - Anthropologist

Ian Davis - Architect

11.00 a.m. - CONFERENCE

Palazzo dei Congressi, Sala Italia

Beautiful Minds Living through history

(simultaneous translation in English)

Speaker

Michele De Lucchi - Architect and Designer

Vittorio Borelli - Chairman for Promotional Activities, Confindustria Ceramica (opening welcome)

Aldo Colonetti - Scientific Curator (chair)

To be followed by:

Beautiful Ideas

launch of ideas competition for the concept of the Cersaie 2010 advertising page

Speakers

Aldo Colonetti - Scientific Curator of the Competition

Dante Donegani - Scientific Curator of the Competition

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Man and the city

Speakers

Luigi Zoja - Psychoanalyst

Fulvio Irace - Lecturer in History of Architecture, Milan Polytechnic

Italo Rota - Architect

3.00 p.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Forthcoming EC construction product regulations (CPR)

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Giorgio Timellini - Centro Ceramico di Bologna

Alessandro Tenaglia - Centro Ceramico di Bologna

4.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living the future

Speakers

Aldo Schiavone - Director, Italian Human Sciences Institute

Nik Baerten - Futurologist

Tobias Wallisser - Architect

Saturday

October 3rd

10.00 a.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Understanding modernity. Protection of 20th century architecture as a cornerstone of contemporary projects

Speakers

Alessandro Marata - Lecturer, Cesena Architecture Faculty

Marcello Balzani - Director, DIAPReM Departmental Centre, Architecture Department of University of Ferrara

Piero Orlandi - Architect, Director of Architectural Heritage Service, Emilia-Romagna Cultural Heritage Institute

Federica Legnani - Municipality of Bologna, Urban Planning Unit

Alfonso Acocella - Lecturer, Ferrara Architecture Faculty

Chair

Giuliano Gresleri - Lecturer, Bologna Architecture Faculty, Architecture Historian

10.00 a.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Design and installation of tiling. The screed in floor tiling

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Giorgio Timellini - Centro Ceramico di Bologna, Coordinator of UNI-GL4/SC3 Ceramic floor tiles and adhesives for ceramic tiling

Paola Di Silvestro - Mapei SpA

11.00 a.m. - CONFERENCE

Hall 36, Sala Sinfonia

Living the web

Speakers

Carlo Massarini - Journalist and TV Anchorman

Carlo Infante - Lecturer, Performing Media

Marco Brizzi - Editor, ARCH' IT

Antonino Saggio - Architect, Lecturer Quaroni Architecture Faculty, La Sapienza University

Mario Gerosa - Journalist

Gianluca Nicoletti - Journalist e radio host

29/9 - 3/10

Exhibits

Cersaie, Area 48

Green Street. Landscape meets architecture

An example of sustainable development to demonstrate how the use of ceramic, a product made from natural raw materials, minimises environmental impact.

Cersaie, Gallery 15-18

Shooting for the future

Six projects illustrated in photos and videos by Alessandro Paderni in which ceramic tiles play an essential role in sustainable architecture.

Cersaie, Galleria dell'Architettura

Living the desert

Ceramics in the desert is the theme of an exhibition featuring photos of projects by American architect Michael P. Johnson.

Cersaie, Galleria dell'Architettura

Ceramic Tiles of Italy Design Competition

A mini-exhibition, near to the seminars' area and lounge, which shows the results of the 2009 edition.

building, dwelling, thinking.

“Building, Dwelling, Thinking” came about from sniffing the air, which in 2009 reeked of the odour of recession. A powerful gust of wind blew our hats off and forced us to look up. Where has this wind come from? What’s going on? What’s going to happen? It made us realise that it was time to reflect on the present, to study the past in order to imagine the future.

Italian entrepreneurs are highly creative, so whenever ceramic producer companies become aware of changes they invent new strategies, as has happened in the ceramic tile sector several times. And at Cersaie, for more than 25 years, they have been used to talking to customers and visitors from all over the world.

This year the debate extends beyond the realms of commerce and goes right to the heart of the building world, addressing the topical themes that are being debated amongst architects and ultimately extending to the sphere of human

beings. Because, in the words of Heidegger, “dwelling is the stay of mortals on the earth”.

The title of the cultural programme “Building, dwelling, thinking” is in fact taken from a well-known essay by the German philosopher. We wanted to start out from the words of a philosopher because if the changes are as significant as expected, it is necessary to start out from the essence of things and therefore from the meaning of building and dwelling.

So what will become of living in the future? What does living in nature mean? What should be done to live through emergencies? Where does architecture stand if today we inhabit the internet? Is it possible to live in the desert? How can we live through history? What does creating architecture mean? And, in the final analysis, what is the relationship between humans and the city?

These, alongside technical issues such as retrofit, energy and environmental improvement of existing buildings and protection of 20th century architecture, are the themes that will be addressed in the architecture conferences to be held at Cersaie 2009.

This series of conferences and seminars will host speakers from a range of backgrounds, including architecture, in an attempt to discuss the chosen themes from various standpoints.

In drawing up the programme there were many other issues that could easily have been included. The ones that were chosen were those that are most widely debated, or at least appeared so to us.

We hope that this initiative of including cultural sessions within a trade fair will be well received by the public, not only by the main target audience of architects and designers but by everyone who has an interest in the theme of dwelling.

building, dwelling, thinking.

But if we listen to what language says in the word bauen we hear three things:

1. Building is really dwelling.
2. Dwelling is the manner in which mortals are on the earth.
3. Building as dwelling unfolds into the building that cultivates growing things and the building that erects buildings

“Building Dwelling Thinking”
Martin Heidegger

Wednesday

September 30th

10.00 a.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Retrofit: energy remediation for existing buildings

Speakers

Arturo Salomoni - Scientific Director, Centro Ceramico Laboratory/Emilia-Romagna High Technology Network

Stefan Hitthaler - Designer, Consultant for CasaClima

Giacomo Bizzarri - Lecturer and Lead Researcher, E-FAF - Energy Laboratory, Ferrara Architecture Faculty

Nicola Marzot - Lecturer and Researcher, Ferrara Architecture Faculty

Chair

Andrea Rinaldi - Lecturer, Director of Architecture and Energy Centre, Ferrara Architecture Faculty

Abstract - The high standard of energy performance and environmental sustainability in new building is an increasingly common requirement in the national and local Italian standards and is increasingly being perceived by professionals, particularly as a result of the activity of certain qualified training and certification bodies.

These virtuous practices need to be extended to the entire existing building stock, particularly in Italy where obsolete buildings make up the vast majority and may present particular critical features (such as a high degree of obsolescence or artistic-architectural value). In these cases the challenge is even more critical and concerns both the building shell and the utilities.

Retrofit operations aim to improve the existing building stock by introducing performance characteristics that were not originally present. Retrofit does not fall within maintenance activities as it represents an update, an adaptation of the building in specific relation to energy efficiency but by extension also to other functions relating to the environment and sustainability. These operations may include integrated design solutions for the production of clean energy; the introduction of new technical elements in the building shell to control the sun factor; energy saving obtained by introducing new layers in the building shell and in the partitions. What role should building materials play, particularly ceramic tiles?

Wednesday

September 30th

3.00 p.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Energy/environmental certification of buildings: LEED and other systems. The contribution of ceramic tiles

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Mario Zoccatelli - Chairman, GBC Italia

Rossano Resca - Centro Ceramico di Bologna

Francesco Sabbato - Certiquality

Abstract - LEED (Leadership in Energy and Environmental Design) is the most common green building certification in the North American building market, and it is soon to be adopted also in Italy (under the auspices of GBC Italia). Other systems are also applied in other countries and in Italy. These systems set out to evaluate and certify the environmental, social and economic sustainability of buildings, from design to day-to-day management, using a system based on the allocation of a score to the building awarded as a result of the verified conformity of the building to various requirements or "credits".

The seminar aims to identify and analyse the credits to which ceramic tiles may contribute, as well as the conditions, strategies and methods for communicating and documenting these contributions.

Thursday

October 1st

3.00 p.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Environmental excellence of ceramic tiles: new Ecolabel criteria

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Stefania Minestrini - ISPRA

Alberto Fregni - Centro Ceramico di Bologna

Abstract - The European eco-label is an important, qualified tool that communicates and documents the environmental excellence of a product or service, as it is awarded only to products which are recognised as compliant with strict criteria or requirements concerning the most important environmental aspects during its life cycle. In the case of ceramic tiles, this cycle runs from the extraction of raw materials to the demolition of the tiling. These criteria, published for the first time in 2002, have recently been modified. This seminar aims to take stock of these seven years in the ceramic sector, and to analyse the concrete meaning and important function of this brand, also in view of the increasing interest shown by the sector, which sees the possibility of documenting the contribution of ceramic tiles to green building as a factor of competitiveness.

Friday

October 2nd

3.00 p.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Forthcoming EC construction product regulations (CPR)

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Giorgio Timellini - Centro Ceramico di Bologna

Alessandro Tenaglia - Centro Ceramico di Bologna

Abstract - The Construction Products Directive (CPD, Directive 89/106/EEC) will be replaced by a Construction Products Regulation (CPR), which is currently still under discussion. This Regulation sets out to establish harmonised conditions for the sale of construction products and the rules for the use of the CE mark. The main issues introduced by the Regulation include the introduction, among the basic construction requirements, of requirements concerning the sustainable use of natural resources (BWR 7) as well as the extension of health, hygiene and environmental requirements (BWR 3). The seminar aims to offer a critical analysis of the new regulation, in order to foresee the possible consequences, in particular for the floor and wall ceramic tiling sector.

Saturday

October 3rd

10.00 a.m. - SEMINAR

Cersaie, Galleria dell'Architettura

Design and installation of tiling.**The screed in floor tiling**

Promoted and organised by Centro Ceramico di Bologna in collaboration with Confindustria Ceramica

Speakers

Giorgio Timellini - Centro Ceramico di Bologna, Coordinator of UNI-GL4/SC3 Ceramic floor tiles and adhesives for ceramic tiling**Paola Di Silvestro** - Mapei SpA

Abstract - Screed is the most commonly used supports for floor tiling, and has a significant impact on the integrity and durability of the flooring. The quality and correctness of the design and installation of both screed and tiles are therefore essential conditions.

The seminar aims to provide guidelines for the design and installation of laying screed, starting with the standard references in force internationally and being developed nationally. The features screed must possess, the size criteria according to the features of the structure and its operating conditions, precautions to be taken when laying tiles, risks associated to design choices or incorrect execution methods, materials available today: these are just some of the subjects which will be discussed.

Saturday

October 3rd

10.00 a.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Understanding modernity. Protection of 20th century architecture as a cornerstone of contemporary projects

Speakers

Alessandro Marata - Lecturer, Cesena Architecture Faculty**Marcello Balzani** - Director, DIAPReM Departmental Centre, Architecture Department of University of Ferrara**Piero Orlandi** - Architect, Director of Architectural Heritage Service, Emilia-Romagna Cultural Heritage Institute**Federica Legnani** - Municipality of Bologna, Urban Planning Unit**Alfonso Acocella** - Lecturer, Ferrara Architecture Faculty

Chair

Giuliano Gresleri - Lecturer, Bologna Architecture Faculty, Architecture Historian

Abstract - Many of the most important buildings of the 20th century have now long passed the age of half a century. Even more recent important buildings have now become "historicised" due to the increasingly rapid circulation of information, including in the field of architecture.

As a result, buildings from the last century have been the object of attention comparable to that reserved for more distant ages.

But knowledge and preservation of modern architecture, in terms of technology, function and architectural significance, is seamlessly linked to contemporary architecture, therefore requiring specific keys for interpretation and criteria for intervention.

building,
dwelling,
thinking.

The nature of building is letting dwell.

Building accomplishes its nature in the raising of locations by the joining of their spaces.

Only if we are capable of dwelling, only then can we build.

“Building Dwelling Thinking”
Martin Heidegger

Tuesday

September 29th

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Ceramic tile, star of habitats. New trends in design

Speakers

Orazio Lo Presti - Trend Setter Expert**Veronica Dal Buono** - Researcher, Ferrara Architecture Faculty**Glauco Gresleri** - Designer**Chiara Baglione** - Architect and Historic Architecture

Abstract - The conference aims to analyse the current situation and future prospects in the relationship between ceramics and architecture.

The theme will be explored from various viewpoints, highlighting the mutual relationships that are created between design and figurative culture, creation of demand or response to established tastes, and the capacity for response and innovative proposals on the part of technologies.

Wednesday

September 30th

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living nature

Speakers

Stefano Boeri - Architect and Urban Planner**Aldo Cibic** - Architect

Abstract - Reconciling Man and Nature, imagining cities in which plant life and buildings regain a proper balance.

Thursday

October 1st

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

S_Tiles: communicating sustainability

Speakers

Patrizia Lugo Loprieno - EOS Environmental Consulting Group**Alessandro Paderni** - Photographer

Abstract - Authors and promoters of S_TILES (www.s-tiles.it) exchange views with designers and producers on how to turn the project into concrete, successful actions able to help both the economy and the planet.

Thursday

October 1st

4.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living the desert

(simultaneous translation in English)

Speakers

David Tyda - Editor, Desert Living Magazine

Michael P. Johnson - Architect

Abstract - Experiences of minimalist architecture in the American Landscape. Ceramic solutions.

Friday

October 2nd

9.30 a.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living through emergencies

(simultaneous translation in English)

Speakers

Bernardo De Bernardinis - Deputy Head of Technical and Operational Department, Civil Defence

Franco La Cecla - Anthropologist

Ian Davis - Architect

Abstract - Are the makeshift, temporary living solutions adopted in emergency situations in contrast with the ambitions of an architecture that aims to leave a mark?

Do the designs of contemporary architects satisfy the demand for survival, protection, functionality, recycling and self-supply of energy?

Friday

October 2nd

4.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Living the future

Speakers

Aldo Schiavone - Director, Italian Human Sciences Institute**Nik Baerten** - Futurologist**Tobias Wallisser** - Architect

Abstract - The choices we make today will have an impact on the tomorrow we will be living in, but the reverse is also true: our ideas of the future we will be building for ourselves will have an impact on the choices we make today. We are aware that today we are faced with huge challenges that will need tackling in the coming years, challenges that require courageous answers, radical innovations and not merely growth. Our visions of the future are increasingly called upon to provide an answer to a whole range of different questions. What kinds of needs will our city dwellers have 20, 30, 50 years from now? What kind of life will we be leading, where will our food and our energy be coming from, how will we be getting around?

Saturday

October 3rd

11.00 a.m. - CONFERENCE

Hall 36, Sala Sinfonia

Living the web

Speakers

Carlo Massarini - Journalist and TV Anchorman**Carlo Infante** - Lecturer, Performing Media**Marco Brizzi** - Editor, ARCH' IT**Antonino Saggio** - Architect, Lecturer Quaroni Architecture Faculty, La Sapienza University**Mario Gerosa** - Journalist**Gianluca Nicoletti** - Journalist radio host

Abstract - Our life is increasingly being played out on the border between the physical and the digital, as a result of media convergence, interaction design and the opportunities 2.0 web applications provide to increase participation. How are we to approach and deal with this cultural shift, how are we to give internet a human dimension? How does the digital universe reflect on lifestyles and living styles?

building, dwelling, thinking.

Building and thinking are, each in its own way, inescapable for dwelling.

The two, however, are also insufficient for dwelling so long as each busies itself with its own affairs in separation instead of listening to one another.

“Building Dwelling Thinking”
Martin Heidegger



Tuesday September 29th

11.00 a.m. - SYMPOSIUM

Palazzo dei Congressi, Sala Europa

Competitiveness and credit market beyond the crisis

Conference promoted by Confindustria Ceramica and organised by Edi.Cer. Spa
(simultaneous translation in English)

Opening welcome of:

Fabio Roversi Monaco - Chairman, BolognaFiere

With the participation of:

Adolfo Urso - Deputy Minister of Italian Ministry of Economic Development

Vasco Errani - Chairman, Regione Emilia-Romagna

Roberto Nicastro - Deputy CEO, UniCredit Group

Franco Manfredini - Chairman, Confindustria Ceramica

Chair:

Maurizio Beretta - Journalist

Abstract - In spite of the continuation of the crisis, the Italian ceramic tile industry is looking to the future, encouraged by the figures published by the world's major economic research institutes indicating the first signs of recovery. These forecasts are also confirmed by the rise in the latest estimates of GDP in the Eurozone made by the European Central Bank in early September. Nonetheless many critical factors remain, most significantly the complicated relationship between the world of production and the credit markets, particularly in the last two years. Both have been affected by the negative economic and financial climate which has severely hit their operations, as well as their objectives and development opportunities.

The event, which will host authoritative figures from the worlds of business and the institutions, who will discuss the most pressing requirements of our country's manufacturing, economic and financial systems and will seek to identify the possible areas where concrete measures can be adopted for overcoming the crisis.

The conference will focus on the theme of credit for businesses and issues relating to its correct allocation and will also discuss other primary needs of the Italian industrial and manufacturing sector. First and foremost is Italy's need for a real energy policy capable of offering both the public and companies tariffs in line with those of other developed countries. There will also be a discussion of the methods that can be adopted for effectively protecting Italian products, both by supporting Italian exports and by safeguarding Italian products on the domestic market by clearly distinguishing them from those of other foreign competitors. The ultimate objective is that of revitalising the industry as a whole and carrying out targeted actions at an institutional level to support the local economic and production districts, the real driving force behind our country's economy and manufacturing industry. The opening conference of Cersaie will therefore provide an opportunity for reflection and debate between the institutions and the business world in search of structural, concrete solutions that will enable Italy and Italian companies to exploit the recovery, revive the county's economy and restore Italian products to their rightful place in the world.

Thursday

October 1st

**11.00 a.m. - LECTIO
MAGISTRALIS**

Palazzo dei Congressi, Sala Europa

Renzo Piano
Creating architecture

(simultaneous translation in English)

Speaker

Renzo Piano - Architect

Franco Manfredini - Chairman, Confindustria
Ceramica (opening welcome)

Aldo Colonetti - Scientific Curator (chair)



Abstract - *The idea of “making architecture” means placing a fundamental concept at the heart of a profession that is as old as the world: an architect’s office must first and foremost be a studio, where people, instruments, and materials have the same importance as ideas – because to do is to think. Architecture means creating a sort of construction site, interacting with other design disciplines and arts, and this has always been Renzo Piano’s philosophy. Making architecture means that any creative theory can only come about through another thought: it needs to entrust an ability to describe the world, and to transform and improve it, to those technical instruments and practical solutions that make it possible for an idea to become reality. And this is why “the representation of architecture cannot take the place of architecture itself. It obeys different rules – so for example my office considers making models to be a part of the process of design control: the hand works as much as the brain in creating the work”. As Renzo Piano sees it, craftsmanship is no less important than science. This means listening to other disciplines, learning skills and knowledge from other people’s talent in order to avoid cultivating a self-referential concept of architecture, as though the work existed quite independently from the world. More can be learnt from looking at the places where the works are to be built than from knowing all the treatises on architecture by heart. The designs for the J.M. Tjibaou cultural centre in Nouméa, New Caledonia, and for the Beyeler Museum in Riehen, near Basle, first took shape during visits to the sites. This involved carefully studying and taking a close-up look at the place, the geography, and the existing buildings. In other words, the local physical features already contained the essence of the work. Making architecture means all of this. It is necessary to take an interest in all materials – ceramics in our case – without presumption, in order to embark on a coherent journey, respecting both form and function, in which the “creative gap” is always that of the architect’s creative vision.*

Aldo Colonetti

Friday

October 2nd

11.00 a.m. - CONFERENCE

Palazzo dei Congressi, Sala Italia

Beautiful Minds**Living through history***(simultaneous translation in English)*

Speaker

Michele De Lucchi - Architect and Designer**Vittorio Borelli** - Chairman for Promotional Activities,
Confindustria Ceramica (opening welcome)**Aldo Colonetti** - Scientific Curator (chair)*To be followed by:***Beautiful Ideas**launch of ideas competition for the concept
of the Cersaie 2010 advertising page

Speakers

Aldo Colonetti - Scientific Curator of the Competition**Dante Donegani** - Scientific Curator of the
Competition

Abstract - Architecture has always taken account of its relationship with history in terms of both renovation and new projects. "Living through History" does not simply refer to a process of restoration. The issue is more complex and takes us to the question that lies at the heart of modern architecture: to add or take away?

Architect and designer Michele De Lucchi has always been attentive to these history-related aspects of projects as well as to the need to interpret and transcribe the present within the urban fabric that we have inherited. De Lucchi designs museums, living spaces, and elements of cities where previous settlements with strong symbolic and functional value already existed. From the new project for the Castello Sforzesco in Milan to ENEL power stations and the capital of Georgia, De Lucchi has succeeded in introducing concrete elements of modernity into the urban fabric and into the structural language of building in terms of materials, reuse of spaces and natural and artificial lighting, while fully respecting the needs of the inhabitants. In our case the inhabitants may be objects, works of art and above all human beings. De Lucchi has often asked whether it is necessary to build from scratch, especially when it may be possible to use existing spaces or gaps in the urban fabric.

In concrete terms, before filling space with new buildings, we need to determine whether it is possible to use existing buildings, to dialogue with them in accordance with history. This has been a constant focus of De Lucchi's work. His attitude is not historicistic or exclusively philological; it simply affirms that human beings, in all their manifestations, are at the centre of every project. Living in the world or living through history is none other than a form of design humanism, in keeping with the needs and activities of human beings throughout their existence; these are the same activities that we find in our homes, in small and large museums, in our cities.

"Living in history" means looking forward, in search of ourselves, without nostalgia or utopian dreams: knowledge of the present is a precondition for an architect to be able to work on future projects while having respect for himself and at the same time for the people who will be using his works.

History is close to us, even when we admire it in a museum as if it were part of another world. I believe that this is the fundamental teaching of architect Michele De Lucchi.

Aldo Colonetti.

Friday

October 2nd

2.00 p.m. - CONFERENCE

Cersaie, Galleria dell'Architettura

Man and the city

Speakers

Luigi Zoja - Psychoanalyst

Fulvio Irace - Lecturer in History of Architecture,

Milan Polytechnic

Italo Rota - Architect

Abstract - Men and women of the near future, living physically at close quarters in cities, yet isolated from one another, who only encounter each other in passing, on their way about their business, without ever really connecting. Men and women thousands of miles away who communicate without ever physically meeting up. Men and women on the move, in a world where no one ever sits still or stays put any more, a world with no borders. What will our cities come to look like, as groups of multi-ethnic communities are constantly migrating, shifting, evolving?

September 29th - October 3rd

Exhibits

Cersaie, Area 48

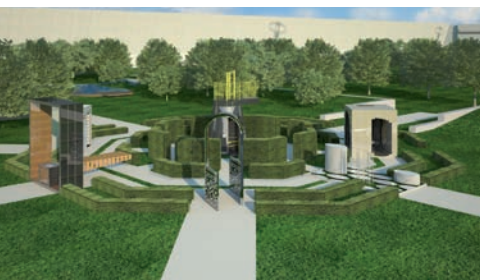
Green Street. Landscape meets architecture

Landscape design **Riccardo Rigolli** with
G.P.R. Ambiente

Labyrinth design **Franco Origoni & Anna Steiner**
with **Lorenza Perego**

Exhibit curator **Aldo Colonetti**

Exhibit promoted by **Confindustria Ceramica,**
ExpoGreen, Unacoma Service



In a major new initiative for the European trade fair sector, ExpoGreen, International Outdoor Exhibition (Bologna, 11-13 September 2009), and CERSAIE, International Exhibition of Ceramic Tile and Bathroom Furnishings (Bologna, 29 September – 3 October 2009), are jointly promoting the exhibition Green Street. Landscape meets architecture.

This new and uniquely appealing exhibition concept brings together the outdoors market and the ceramic tile industry through a shared focus on the environment.

Ceramic tiles are used on all the walkways; they are featured in works by well-known designers who furnish space and meeting areas; they are used to create new situations and form new objects that become part of the outdoor environment.

Green Street highlights the importance that the Italian tile industry has always attached to the environmental and social aspects of sustainability, using Italian design to transform products into creative, original and eco-friendly projects.

September 29th - October 3rd

Exhibits

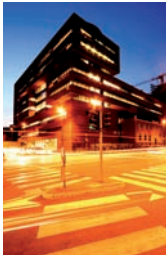
Cersaie, Gallery 15-18

Shooting for the future

Exhibit curator **EOS Environmental Consulting Group, Milano/Bruxelles**

Exhibit design **EOS: Susanna Campogrande, Andrea Mantello**

In cooperation with **Federico Petrei, Andrea Fincato (Δ-process), Alessandro Paderni (eye-studio)**



A multisensory exhibition displaying Alessandro Paderni / eye-studio's pictures and video, made for the project S_TILES - Italian tiles towards sustainability.

Conceived as an intriguing and sui generis event, the exhibition will take place in the corridor between Halls 15 and 18: a short 'decompression' passage where images, music and materials are protagonists.

6 cover stories, 6 state-of-art cases of sustainable architecture, where Italian tiles play a key-role. A playful interplay of visual and acoustic juxtapositions between the built and the natural environment will involve the visitor along a journey of a few metres only.

www.s-tiles.it

Cersaie, Galleria dell'Architettura

Living the desert

Exhibit curator **EOS Environmental Consulting Group, Milano/Bruxelles**

Exhibit design **EOS, Susanna Campogrande, Andrea Mantello**

In cooperation with **EOS, Zoè Besançon**



The lounge room in the Architecture Gallery hosts the photo exhibition Living the Desert, tribute to Michael P. Johnson At Cersaie 2009, Società Ceramica Italiana will grant to the American architect the XI Premio Internazionale Aldo Villa for his career. This is to acknowledge Johnson's capacity of using at its best ceramic products in architecture (October 1, 2009 - 5.00 pm). The small exhibit will show a selection of pictures taken from the Phoenix architect's best projects using Italian ceramic tiles.

"The use of porcelain tile in my projects is not of a decorative nature but as a building material. I use large format tile to function as a platform for the modern furniture and art work prevalent in all of my work."

(Michael P. Johnson)

Cersaie, Galleria dell'Architettura

Ceramic Tiles of Italy Design Competition

Exhibit curator **EOS Environmental Consulting Group, Milano/Bruxelles**

Exhibit design **EOS, Andrea Mantello**

In cooperation with **EOS, Zoè Besançon**



A mini-exhibition, near to the seminars' area and lounge-room: it will show the results of the 2009 edition. The Ceramic Tiles of Italy Design Competition, sponsored by Confindustria Ceramica and ICE, awards the best projects featuring Italian ceramic tiles in their spaces. Addressed to North American architects and interior designers, the competition, created in 1994, judges how well the tiles meet the functional and technical requirements, as well as the sustainable features of the project. Commercial/Hospitality, Residential or Institutional, new construction or renovation projects completed within the past 5 years are eligible. There is no fee or limit for entries. www.tilescompetition.com

Alfonso Aocella



Professor of Technology of architecture at Faculty of Architecture of Ferrara; currently teaches "Building with stone" and "Metaproject" on the new Degree Course in Industrial Design. He is head of "Public relations and communication" for the faculty.

He is Vice Chairman of SItDA. He is Chairman of the Scientific Committee of the Dynamic Clay and Terracotta Museum of Marsciano.

He has published numerous books focusing on building methods using clay products and stone.

Nik Baerten



Nik Baerten is one of the founders of Pantopicon, a studio for future exploration and envisioning based in Antwerp, Belgium. Together with their partners and clients Pantopicon charts the challenges which tomorrow

might bring, assesses their meaning, envisions strategies for a successful tomorrow and conceptualizes future-inspired products, services and experiences. They guide their clients, both public and private, to see, design and act upon the future starting today. Nik Baerten has a background in knowledge engineering and spent several years at the Digital Cultural Heritage department of the Maastricht McLuhan Institute in the Netherlands, where he was involved in multidisciplinary research with an eye on the future.

Chiara Baglione



Architect and architecture historian, she obtained her doctorate in History of Architecture at the University IUAV of Venezia (2001). Since November 2008 she has worked as a researcher at the Faculty of Architecture and

Engineering at the Kore University in Enna, where she teaches History of contemporary architecture and History of the city. She also teaches at the Faculty of Civil Architecture of Milan Polytechnic. Since 1989 she has been on the editorial staff of Casabella.

Author of numerous articles and essays in specialist magazines and miscellaneous books, she has contributed to the volumes Giuseppe Terragni. Opera completa (Electa, Milan 1996); Storia dell'architettura italiana. Il Seicento (Electa, Milan 2003). Again for Electa, she edited the book entitled Pietro Lingeri (Electa, Milan 2004). She has also contributed to the books Nuovi Antichi. Committenti, cantiere, architetti 1400-1600 (with others, Electa, Milan 2004) and the recent Casabella 1928-2008 (Electa, Milan 2008).

Marcello Balzani



Marcello Balzani (Forlì, 1962), architect, associate professor at the Department of Architecture of the University of Ferrara; director of DIAPReM (Department Centre for Development of Integrated

Procedures for Restoration of Monuments) of the University of Ferrara; editor of architecture and urban planning magazines "Paesaggio Urbano" and "Architetti".

Giacomo Bizzarri



Researcher in Technical and Industrial Physics and Aggregate Professor at the Faculty of Architecture, University of Ferrara, where he is the coordinator of the Energy Sector of the Architecture and Energy Centre and Director of

the Energetics Laboratory. Author of the Energy Plan of the Municipality of Reggio Emilia 2006-2008. He has written forty-five scientific articles published in national and international magazines.

Stefano Boeri



Born in Milan (1956), architect and town planner. Lecturer in Urban Design at the Polytechnic University of Milan and visiting professor at Harvard University Graduate School of Design. Editor of the international magazine

Abitare since September 2007. Editor of *Domus* from 2004 to April 2007. Stefano Boeri is the founder of the Multiplicity research agency (www.multiplicity.it), with which he conducted, in 2002, "U.S.E. Uncertain states of Europe", a research project on the future of Europe (Skira, Milan, 2004). Important projects include: redevelopment of the Arsenal of La Maddalena in Sardinia, the new headquarters of RCS in Milan, and the Centre Régional de la Méditerranée in Marseilles. In Milan, he is part of the architectural board entrusted with the drawing up of the masterplan for EXPO 2015; he is dealing with two projects aimed at coping with the environmental emergency: the "Metrobosco" (a green belt of woodland and parkland around Milan) and the two "vertical woods" tower blocks for the Isola quarter. www.stefanoboeri.net.

Marco Brizzi



Teaches at the California State University in Florence and the Kent State University in Florence. Interested in issues regarding architectural history and criticism and in the relationship between technological innovation and

project design, paying particular attention to

new communication technologies. Since 1995 he has been editor of the magazine ARCH'IT (www.architettura.it), the first digital information platform to deal with contemporary architecture, and is actively involved in a series of projects aimed at promoting contemporary architecture and developing digital technologies. Since 1997 he has been in charge of the BEYOND MEDIA festival (www.beyondmedia.it), one of the leading international events that provide an overview of the very latest outlooks in contemporary architecture. With Image (www.image-web.org), he works to promote the adoption of project communication systems.

Aldo Cibic



Born in Schio (Vicenza) in 1955. In 1977 he moved to Milan to work with Ettore Sottsass, becoming his partner in 1980. 1981 saw the creation of the Memphis collection, of which Cibic was one of the designers and

founders. In 1989 he decided to found his own studio, Cibic&Partners and began undertaking research activities with schools.

Today most of his work is carried out in Milan, where Cibic&Partners works on architectural and major interior design projects, and in Vicenza, where CibicWorkshop works on design and research activities, aimed at the development of new design types. Cibic also teaches at the Domus Academy, on the Degree Course in Industrial Design of the Faculty of Architecture of the Polytechnic University of Milan and on the Degree Course in Industrial Design of the Faculty of Design of the University Architecture Institute in Venice, and is an Honorary Professor at the Tongji University of Shanghai.

Aldo Colonetti



Aldo Colonetti (Bergamo, 1945) Philosopher, historian and art, design and architecture theorist. Since 1998, Scientific Director of the IED Group (Milan, Turin, Rome, Venice, Madrid, Barcelona, São Paulo); Vice-president of the Francesco

Morelli Institute – European Design Institute. Since 1991, Editor-in-chief of "Ottagono"; Vice-president of Editrice Compositori. Author of essays, curator of exhibitions, organiser of cultural projects and events, in Italy and abroad. Design and architecture consultant to the Culture Office of the Ministry for Foreign Affairs. In 2001 he received an MBE award from Her Majesty Queen Elisabeth II. Since March 2009, member of the Italian National Design Council, under the auspices of the Ministries for Culture, Foreign Affairs and Productive Activities. Since May 2009, member of the Board of Directors of CLAC – Centro Legno e Arredo Cantù.

Veronica Dal Buono



Architect, researcher in Architecture Technology at Faculty of Architecture of Ferrara. Combining an interest in the contemporary project, materials application technologies, and project communication and

representation, her research activity focuses in particular on the relationship between humans and materials with particular emphasis on heavy clay products, ceramic, stone and artificial materials that emulate natural stone.

Ian Davis



Professor Ian Davis, a British Architect, has specialised in Shelter and Reconstruction following Disasters since 1972. He edited the first UN guidelines on 'Shelter after Disaster' and is currently part of a team developing

Guidelines for the World Bank in Washington on *Housing Reconstruction*. He has visited over forty countries to provide advice to Governments, the United Nations, Non Governmental Agencies and the Private Sector on ways to reduce disaster risks and promote effective recovery. In 1996 he became the first British Citizen to be awarded the United Nations Sasakawa Award for his contribution to reducing international disaster risks. He has visited Italy on many occasions to lecture in various universities and to study earthquake situations in Sicily, Basilicata and Friuli. He has written or edited 16 books on Disaster Planning and is currently visiting Professor in Disaster Management in Cranfield, Oxford Brookes and Kyoto University.

Bernardo De Bernardinis



Bernardo De Bernardinis was born in 1948. He is Civil Engineer in Hydraulics, and Researcher in Fluid Mechanics, Hydraulic Engineering and Environment. During the last years he has been working also as Full Professor in Fluid

Mechanics and Hydraulics at the Universities of Basilicata, Roma "Tor Vergata" and Cagliari. He is member of the Environmental Impact Assessment National Committee -Ministry of Environment. Mr. De Bernardinis is author of about 70 papers concerning fluid mechanics, hydraulics, river hydraulics, environmental planning and management, natural hazards and risk management.

In 2008 he has been appointed as Deputy Head of the Italian Civil Protection Department, and on May 1st, 2009 he has been nominated Deputy Commissioner for the Abruzzo Emergency in charge of rescue activities and assistance to

the population affected by the seismic event of April 6th, 2009. He is advisor in several national and international research activities, and he is responsible in projects involving the Department of Civil Protection, universities, research centres, public and private land management enterprises.

Michele De Lucchi



Michele De Lucchi was born in 1951 in Ferrara and graduated in architecture in Florence. During the period of radical and experimental architecture he was a prominent figure in movements like Cavart, Alchymia and Memphis. De

Lucchi has designed lamps and furniture for the most known Italian and European companies. For Olivetti he has been Director of Design from 1992 to 2002 and he has elaborated various personal theories on the evolution of the workplace. He has developed experimental projects for Compaq Computers, Philips, Siemens and Vitra.

His architectural designs have been mainly for office buildings in Japan for NTT, in Germany for Deutsche Bank, in Switzerland for Novartis, and in Italy for Enel, Olivetti, Piaggio, Poste Italiane, Telecom Italia. In 1999 he has been appointed to renovate some of ENEL's (the Italian Electricity Company) power plants. For Deutsche Bank, Deutsche Bundesbahn, Enel, Poste Italiane, Telecom Italia, Hera, Intesa Sanpaolo and at other Italian and foreign banks he has collaborated to the evolution of the corporate image, introducing technical and aesthetic innovation into the working environments.

He has taken care of numerous art and design exhibitions and has planned buildings for museums as Triennale di Milano, Palazzo delle Esposizioni di Roma and Neues Museum Berlin. His professional work has always gone side-by-side with a personal exploration of architecture, design, technology and crafts.

In 1990 he founded Produzione Privata, a small-scale concern through which Michele De Lucchi designs products that are made using artisan techniques and crafts.

Completed the Franco Parenti Theater renewal in Milan, he is now working on Venezia Fondazione Cini, on Milan Castello Sforzesco Museum on the refurbishment and renewal and many important buildings and urban areas renewal in Italy and abroad. His Studio, aMDL S.r.l., has its offices in Milan and Rome. In 2003 the Centre Georges Pompidou in Paris has acquired a considerable number of his works. Selections of his products are exhibited in the most important design Museums in Europe, United States and Japan. In 2000 he was appointed Officer of Italian Republic by President Ciampi, for services to design and architecture. In 2001 he has been nominated Ordinary Professor at the Design and Art Faculty at the University in Venice.

In 2006 he received the Honorary Doctorate from Kingston University, for his contribution to "living

quality". In 2008 he has been nominated Ordinary Professor at the Design Faculty of the Politecnico of Milan and Member of the Accademia Nazionale di San Luca in Rome.

Paola Di Silvestro



Paola Di Silvestro, a graduate in Building Engineering from the Polytechnic University of Milan, joined the Technical Assistance department of Mapei in 2000.

She is a member of the working group UNI-GL3/SC3

on "resilient, textile and laminate floor coverings" and provides expert support to UNI-GL8/SC3

"floor supports (bases)" and UNI GL4/SC3

"ceramic flooring and adhesives for ceramic wall coverings" within the framework of the technical commission on "products, processes and systems for building".

She is also a member of UNI-GL5 "non-structural wood" within the framework of the technical commission on "wood".

Alberto Fregni



Alberto Fregni is a Confirmed Researcher for the Material Science and Technology sector at the Faculty of Engineering of the University of Bologna, and teaches Material Science and Technology and Applied Chemistry.

He works as a researcher at the Ceramic Centre in Bologna, dealing mainly with the environmental impact of ceramic production processes and environmental product certification.

He has taken part in the work of the AHWG on updating Ecolabel criteria for the Hard Floor Coverings product group, as well as in the work on the planning and specification of criteria for LEED certification carried out by GBC Italia.

Glauco Gresleri



Architect, former lecturer at the University of Pescara, former editor of magazines Chiesa & Quartiere, Frames and Parametro. Architecture theorist and critic who has published articles and essays in magazines. He is a

practising architect with more than 200 major projects to his credit.

Giuliano Gresleri



Professor of Architectural History at University of Bologna. Member of Presidential Council at Fondation Le Corbusier, Paris. Visiting Professor and Visiting Critic at New York Institute of Technology, School of Architecture. Member of

XVII "Triennale di Milano" board. Editor in chief of PARAMETRO, 1970-85, now co-editor. Founder member of International Museum of Design (Bologna). Member of Association "Amici della galleria d'Arte Moderna di Bologna". Director of Architecture section of Historical Archives of University of Bologna. Member, for Architectural School of Cesena-University of Bologna, of the master on "Landscape Projecting". Author of more than 350 essays, his writings has been translated in several languages. He has been invited and has edited exhibitions in the main Museum in Europe and America. Several projects has been published in Italian and foreign language architectural review. Project and building manager for the reconstruction of Esprit Nouveau Pavillon (1977). Member of Scientific Group for "Museo della città di Bologna".

Stefan Hitthaler



Professional activity
1992 Course in "CAD modulation" in Paris – Opens Hitthaler architecture studio in Brunico. 1996 Foundation and cooperation with building management firm Hitthaler KG of Brunico. 1998 Participation

in third convention for passive houses in Bregenz. 1999 3rd prize with Pescoller passive house – "Intelligent Building" competition for houses with low energy consumption. 2002 1st prize in the Casa Clima competition in Brunico – Joint 1st prize in architecture award in Alto Adige – maso Steger – 1st prize in Limited competition for a cooperative – B15 G1 (completed). 2003 1st prize – Limited competition for a cooperative – B15 G2 (completed). 2004 1st prize – Competition by invitation for expansion of civic museum of Bolzano (with architect Schwienbacher/in progress). 2005 1st prize – Limited competition for a cooperative – B16 G2 (completed). 2006 "Exhibition in Ceggia: General Membrane – Young architects below 40". 2006 bis Lecturer at Architecture faculty of University of Ferrara. 2008 Exhibition Manifesta – grundlos glücklich – mag mich oder schlag mich Work group Co-initiator of "Air conditioned zone" concept, based on compaction of existing residential areas with increase in energy efficiency

Carlo Infante



Carlo Infante is a freelance teacher of "Performing Media" in those Universities, Academies and other education and training centres where the trend is to interpret innovation through the social and cultural use of the new

media. During the Eighties, he ran festivals such as "Scenari dell'Immateriale" in Narni, hosted (and was also the author of) radio broadcasts on Radio1 and Radio3, television programmes such

as "Mediamente.scuola" on RAI3 and, in 2009, "Salva con Nome" on RAInews24.

He has also been in charge of a wide variety of projects on cultural and anthropological shifts brought about by the evolution of technology. Amongst other works, he is the author of "Imparare giocando. L'interattività tra teatro e ipermedia" (Bollati Boringhieri, 2000), "Performing Media. La nuova spettacolarità della comunicazione interattiva e mobile" (Novecentolibri, 2004), "Performing Media 1.1 Politica e poetica delle reti" (Memori, 2006) and many other essays and articles for various publications (including NOVA-Sole24ore).

Fulvio Irace



Fulvio Irace is a full professor of "History of Architecture" at Milan Polytechnic, where he holds the History of Contemporary Architecture chair at the Faculty of Civil Architecture and the Faculty of Design; he is also a visiting

professor at the Academy of Architecture in Mendrisio, and a member of the board of teachers for the PhD course in "History of Architecture and Town Planning" at Turin Polytechnic.

He is a member of the scientific committee of the Vico Magistretti Foundation and is on the board of trustees of the Piano Foundation.

In 2008-2009 he was a member of the jury for the Mies van der Rohe European Prize.

From 2005 to 2009 he was a member of the Scientific Committee of the Milan Triennial and curator of the Architecture and Territory sector. One of the founders of the national association AAI (Archivi di Architettura Italia – *Italian Architectural Archives*), he is one of the promoters of the "Architecture and Design" section of CASVA (Centro alti studi e valorizzazione delle arti – *the Centre for Higher Studies and Valorisation of the Arts*) of the Municipality of Milan.

Architectural editor for the publications "Domus" and "Abitare", he has worked with the most important national and international magazines in the sector, and in 2005 was awarded the Inarch Bruno Zevi Prize for architectural criticism. Since 1986 he has been an opinionist in the field of architecture for the Sunday Supplement of "Il Sole 24 Ore". Attentive to the historiographies of Italian architecture between the two World Wars, to which he has dedicated much work through various exhibitions and publications, more recently his studies have concentrated on contemporary Italian architecture, and the figure of Renzo Piano, the subject of various monographs and an important exhibition at the Milan Triennial. In the field of criticism and historical methodology he is the author of the following works: *Dimenticare Vitruvio*, 2001 and 2008; *Le città visibili: Renzo Piano* 2006; *Divina Proporzione*, 2007; *Gio Ponti*, 2009. He has curated a number of architectural exhibitions.

Michael P. Johnson



After graduating from the University of Wisconsin, between 1958 and 1967 Michael P. Johnson gained architectural design company that takes his name. Considered as one of those artists who have never drawn

extensive experience at various architectural firms, before going freelance.

In 1968 he set up the a clear line of demarcation between private life and work, Johnson practises his profession with a clear ethical code and very strong personal convictions. The alternative attitude evident in his works is esteemed the world over, as demonstrated by the numerous articles devoted to him in the trade press. His innovative approach places great emphasis on the environment, focusing on the discovery of fleeting values of the human spirit.

Johnson has received numerous awards and was amongst the winners of the Ceramic Tiles of Italy Design Competition 2001 at Coverings for his project for the Yoder-Doornbos Residence in Phoenix, Arizona.

Franco La Cecla



An anthropologist and town planner, Franco La Cecla teaches Cultural Anthropology at the San Raffaele University of Milan and at the EPFL in Lausanne. He has also taught Cultural Anthropology in Venice (IUAV), Barcelona

(UPC) and Berkeley (UCB), and has published, amongst others, "*Perdersi*" (Laterza), "*Il Malinteso*" (Laterza), "*Surrogati di presenza, Media e vita quotidiana*" (Bruno Mondadori), "*Modi Bruschi*" (Bruno Mondadori) and "*Contro l'Architettura*" (Bollati Boringhieri). He has worked as a consultant for Renzo Piano and for the Municipality of Barcelona, and is the President of ASIA, Architecture Social Impact Development. Together with the director Stefano Savona, he has made the documentaries "*Sicilia Tunisia, un confine di specchi*" and, for the Centre Pompidou, "*Gestualités indiennes, les portables en Inde*".

Federica Legnani



A doctor of research in building and territorial engineering and an employee of the Municipality of Bologna, she has contributed to the development of municipal urban planning tools for municipalities including Parma, Reggio Emilia, Cattolica

and Bologna. She has taught and carried out research in many universities and has worked as lecturer in fundamentals of urban planning at the University of Parma and as editor of the magazine Urbanistica.

Orazio Lo Presti



Architect, Designer and Lecturer, he combines research with operational activities. He has designed spaces for habitats, displays and exhibits (Areamoda Lineapelle, Prato Expo/Evento Siderale, Don Chichiotte o dell'Attore).

He has designed collections of fabrics, clothing and accessories (M. di S. Elena, Viva's, J.Novelli).

He has worked in the Styling, Forecasting and Illustration publishing sector (Italian Fashion Report, Tesse, Obiettivo Moda, Tellus).

He works with university institutes and training organisations in Italy and abroad (Polimoda and University of Florence, Centro de Diseno Industrial and ORT in Montevideo).

He carries out research and coordinates research staff in Trend setting in the Product Design and Development sector (Studio Designer's Two, Inventa, A.I.S. Associazione Italiana Stilisti, SCAM Training, Unione Stilisti Marche, E.F.D. EuropeanFashionDesigners, ConfindustriaCeramica).

Patrizia Lugo Loprieno



Patrizia Lugo Loprieno is an expert in communication, design and environmental issues. In 1990, she founded EOS Environmental Consulting Group and in 1999 Méta, Media Ecology Technology Association, of which she is

president. She lives and works between Brussels and Milan. As author of articles and research on ecodesign, Patrizia Lugo Loprieno has written for the magazine GAP-Casa (1990-94).

She is a consultant to UNESCO and UNEP for the projects "Advertising for a Better World", aimed at creating a link between the world of advertising and issues regarding sustainable consumption, and "Youth X Change", a network designed to encourage the adoption of more sustainable lifestyles. Since 2001 she has been a consultant to Assopiastrelle/Confindustria Ceramica, for which she has conceived and managed the integrated communication project "S_TILES. Italian Tiles Towards Sustainability" (www.s-tiles.it).

Alessandro Marata



Lecturer at faculty of Architecture of Cesena, Chairman of the Order of Architects of Bologna and owner of the firm Arkit & Partners.

He was won numerous awards and recognitions in national and international competitions and was invited to the exhibition "Italian Architects under 50" at the Triennale in Milan.

Nicola Marzot



Degree from Faculty of Architecture of Florence. PhD in Building and Land Engineering, Faculty of Engineering, Bologna. PhD in Architectural and Urban design, TU Delft Polytechnic, Delft, Holland (in progress).

1965 Born in Imola (Bologna), Italy.
1994 Collaborates with Stefano Pompei, head of INU committee for Urban Planning Equality.
1996 Founds studio PERFORMA A+U.
1995-1998 Contract professor, Faculty of Architecture of Ferrara. 1997-1999 Contract professor, Faculty of Architecture of Florence.
2000-2003 Contractor professor, Faculty of Engineering of Bologna. 2003 Visiting Professor in Architecture, Hosey University, Tokyo, Japan.
2004 Visiting Professor in Engineering, Lund University, Sweden. 2006-2008 Visiting Professor in Architecture, TU Delft Polytechnic, Delft, Holland. 2004- Researcher in Architectural and urban composition, Faculty of architecture of Ferrara. 2004- Professor of Architectural composition I, Faculty of architecture of Ferrara. 2002- Urban planning consultant for Oikos housing study centre. 2005- Head of Urban Planning of Osservatorio Immobiliare (Real Estate Monitor) of Nomisma Spa.

Carlo Massarini



Carlo Massarini was born in 1952 and grew up in La Spezia, Canada, Rome and New York.

An author and presenter of radio and TV programmes, he has run the gamut of communication media,

following a path that has taken him from music to technologies. He began his career in 1971, on the radio shows *Per Voi Giovani* and *Popoff*, in the 1980s he wrote and presented *Mister Fantasy*, the world's first videoclip programme, which paid particular attention to graphics, design and video art. Alongside these activities, he worked in the world of music as a journalist and photographer (one of his photo books on that period, "*Dear Mister Fantasy*", will be published by Rizzoli in November).

From 1995 to 2002, he wrote and presented *Mediamente*, the first Italian TV programme to deal with new technologies. On this subject he has also worked with the Ministries for Public Education and the Presidency of the Council of Ministers and with numerous companies in the sector.

He has held lessons and conferences on the subject of new technologies at the IULM University, ILAS Study Centre, Bocconi University, La Sapienza University in Rome, the Reiss Romoli Campus in L'Aquila and the Universities of Naples and Padua.

Stefania Ministrini



Stefania Ministrini, a graduate in Economics from La Sapienza University in Rome, has worked as a consultant in environmental issues and since 1999 has working for ISPRA, the National Institute for Environmental Protection and

Research (ex APAT) on ecological product quality. Since January 2006 she has been in charge of the Ecolabel Sector of ISPRA's Environmental Certification Service, the technical support sector of the Italian body entrusted with granting the European Ecolabel certificate.

Piero Orlandi



Piero Orlandi, architect, is director of Architectural Heritage Service, Emilia-Romagna Region Cultural Heritage Institute. In his career at a regional level he has worked on housing policies, landscape planning, urban

improvement and remediation of the cultural heritage.

Alessandro Paderni



Architectural studies in Venice. Alessandro Paderni for several international companies, related to world of design and art and his work is bond to international magazines, to industrial/commercial markets

and to art galleries. His atelier created with Ferruccio Macor, video-maker, is called Eye studio and is located in Pasian di Prato/Udine.

Renzo Piano



Renzo Piano was born in September 1937 in Genoa, the ancient Italian port on the Mediterranean.

He studied in Florence and in Milan, where he worked in the office of Franco Albini and experienced the first student

rebellions of the 1960s.

Born into a family of builders, frequent visits to his father Carlo's building sites gave him the opportunity to combine practical and academic experience. He graduated from the Politecnico University in Milan in 1964.

From 1965 to 1970, he combined his first experimental work with his brother Ermanno together with numerous trips to Great Britain and the United States.

In 1971, he set up the Piano & Rogers office in London with Richard Rogers. Together they won the competition for the Centre Pompidou and he subsequently moved to Paris.

From the early 1970s to the 1990s, he worked with the engineer Peter Rice, sharing the Atelier Piano & Rice from 1977 to 1981. In 1981, the Renzo Piano Building Workshop (RPBW) was established, and it currently has a staff of 150 and offices in Paris, Genoa and New York.

RPBW has designed buildings all around the world: the Menil Collection in Houston, the terminal for Kansai International Airport in Osaka, the Fondation Beyeler Museum in Basel, the Jean-Marie Tjibaou Cultural Centre in New Caledonia, Potsdamer Platz in Berlin, the Nasher Sculpture Center in Dallas, the extensions of the High Museum of Art in Atlanta and of the Morgan Library in New York, the Maison Hermès in Tokyo, the New York Times headquarters, the California Academy of Sciences in San Francisco and the Modern Wing of the Art Institute of Chicago. Recognition of his achievements has included such awards as the RIBA Royal Gold Medal for Architecture in 1989, the Praemium Imperiale in Tokyo in 1995, the Pritzker Architecture Prize in 1998, and the AIA Gold Medal of the American Institute of Architects in 2008.

Some of his most important current projects include a new building for the Isabella Stewart Gardner Museum in Boston, the redevelopment and enlargement of the Fogg Museum in Cambridge (Massachusetts) and of the Los Angeles County Museum of Art, the Whitney Museum of American Art and the Campus of Columbia University in New York, an expansion of the Kimbell Art Museum in Fort Worth, the London Bridge Tower and St. Giles Court in London, the Monastery of the Poor Clares in Ronchamp and the Stavros Niarchos Foundation Cultural Center in Athens.

Married to Milly, he lives in Paris and has four children: Carlo, Matteo, Lia and Giorgio.

Rossano Resca



Rossano Resca, a graduate in Mining Engineering, is a researcher at the Ceramic Centre in Bologna. He deals mainly with the planning and development of Environmental Management Systems, in compliance with

the requirements set down by ISO 14001 and by the EMAS Regulation, and with assistance to companies seeking Environmental Product certification, in compliance with the criteria required by the European Ecolabel system. In these professional areas, he has worked with the most important companies in the sector, helping them to obtain various kinds of environmental certification.

He works as a third-party auditor for the Evaluation of Environmental Management Systems (ISO 14001 standard and EMAS Regulation), and for the Evaluation of Recycled Material Content in order to obtain LEED certification for buildings.

Andrea Rinaldi



Born in 1964, aggregate professor in Architectural Composition at the Faculty of Architecture of Ferrara, he carries out research and experimentation in the field of architectural design as well as studies into the relationship

between project and construction and the relationship between architectural planning, sustainability and energy.

Francesco Saverio Sabbato



Francesco Saverio Sabbato was born in Milan on 28 April 1962 and graduated from the Polytechnic University of Milan in Civil Building Engineering, specialising in Technological Ergotechnics. He is a member of the Order of Engineers

of Milan. His professional experience includes work related to the production, promotion, sale and application of products (including special products) in the area of civil engineering. Since 2007 he has been working for Certiquality as Technical Manager for Construction Products and Head of the Building Sector.

Antonino Saggio



Antonino Saggio is an architect and town planner. He teaches Architectural and Urban Design at La Sapienza University in Rome and is editor of the series "IT Revolution In Architecture / La Rivoluzione Informatica", which has

contributed to renewing the research lines of national and international culture regarding the relationship between Architecture and Information Technology. Among his recent books are: "Introduzione alla Rivoluzione Informatica in Architettura" (Carocci 2007), "Trivellazioni nel futuro" (Testo&Immagine 1996, 1997, 1998) and "Frank O. Gehry Architetture residuali" (Testo&Immagine 1997, 1998). His essays have also been published in English in volumes, in international exhibition catalogues ("Digital | Real", "Architectura Et Machina", "Architecture Animation"), in magazines ("Architectural Design", "Architese", "Jae" "Op.Cit", etc.), and during the Nineties he was a regular contributor to "Domus" and "Costruire".

Fitz-Gibbon Professor at the Carnegie-Mellon University of Pittsburgh and Gast Professor at the GhK in Kassel, in the Eighties he was Assistant Professor at the Carnegie-Mellon University. He has held conferences at the ETH in Zurich, the University of Pennsylvania, Cornell University, the Architectural Association of London, the IUAV in Venice and in many other professional and academic institutions throughout the world.

Arturo Salomoni



Degree in Industrial Chemistry from University of Bologna. Coordinator of Advanced Technical Ceramics Section of Centro Ceramico Bologna, Centre of Research and Experimentation for the Ceramic Industry – Laboratory

of Emilia-Romagna Region High Technology Network – and director of the Centro Ceramico thermal analysis laboratory.

He works on national and international research projects with specific scientific management roles.

He carries out scientific and research activities in the following fields: preparation of colloidal suspensions of ceramic powders, technologies for forming advanced ceramic materials (slip casting, pressure slip casting and injection moulding), functionalisation of ceramic surfaces.

He has written more than 70 scientific and general publications on the above themes in various Italian and foreign trade magazines, monographs and books.

Aldo Schiavone



Born in Naples in 1944, Aldo Schiavone graduated in Law in Naples in 1966. From 1983 to 2005 he was a Full Professor in Roman Law at the Faculty of Law of the University of Florence, and from 2005 has been a Full

Professor in Roman Law at the Italian Institute of Human Sciences. Head of the Department of the History and Theory of Law at the University of Florence from 1997 to 1999. Head of the Faculty of Law of the University of Florence from 1999 to 2002. Director of the Consortium of the Italian Institute of Human Sciences since 2002. Director of the Italian Institute of Human Sciences since 2005. Directeur de Recherche Invité at the Ecole des Hautes Etudes en Sciences Sociales in Paris in 1985, 1993 and 1999. In 1998 he became a member of the Institute for Advanced Study (School for Historical Studies) at Princeton University. Director of the "Istituto Gramsci" Foundation in Rome from 1980 to 1988. President of the Historical Studies School of the University of San Marino. Honorary Member of the American Academy of Arts and Science since 2007. He has been writing for "La Repubblica" since 1985.

Alessandro Tenaglia



Alessandro Tenaglia, a graduate in Industrial Chemistry, is a Senior Scientist at the Ceramic Centre, where he carries out research on raw materials for ceramics, the problems linked to the re-use of industrial waste,

technological innovation, regulations and certification. He is a member of national and international science associations. He takes part in the following technical committees:

- CEN/TC 67 "Ceramic Tiles", convener of WG1, "test methods"
- CEN/TC 339 "Slip resistance of pedestrian surfaces"
- ISO/TC 189 "Ceramic tiles", convener of WG1 "Test methods"

He has been entrusted by UNIDO with carrying out missions in the People's Republic of China. He has held conferences and seminars in Australia, New Zealand, Canada, Singapore and Hong Kong on issues regarding ceramic tiles, and has taught on continuing education programmes of the American Institute of Architects.

He is head and scientific coordinator of research projects of national and international scope.

Giorgio Timellini



Giorgio Timellini is a Full Professor in Material Science and Technology and teaches Applied Chemistry and Material Science and Technology at the Faculty of Engineering of the University of Bologna. He is the Manager of the Ceramic

Centre in Bologna, where he carries out research, focusing in particular on ceramic tiles and on the environmental impact of ceramic processes and products. He is President of CEN TC 67 "Ceramic Tiles", and coordinates the Working Group SC3-GL4, entrusted with developing a UNI regulation regarding the design and installation of ceramic tiling.

David Tyda



David Tyda grew up in Chicago before heading out to the New West for a degree in Humanities and Art Theory from Arizona State University. After graduating, he worked as the Managing Editor for The Ritz-Carlton Magazine and

a number of other luxury lifestyle publications. For five years, he served as Editor-in-Chief of Las Vegas Magazine before heading back to Arizona to take the Editor position at Desert Living. Building on an eight-year history of covering modern architecture and design, Tyda helped further entrench Desert Living into the local design community by hosting events, judging competitions, and organizing speaking engagements. He has written for US Airways Magazine, Hospitality Design, STRATOS, CondeNet, and CITY; while his film tours through desert architecture can be viewed on YouTube. This November, Tyda will act as a Contemporary Desert Living Tour Captain for the Greenbuild International Conference, taking tour participants to some of the most significant eco-conscious architecture projects around Phoenix.

Tobias Wallisser



Tobias Wallisser is partner of LAVA (Laboratory for Visionary Architecture) in Stuttgart.

Before he founded the practice with Chris Bosse in 2007, he worked as associate architect of UNStudio in Amsterdam where he was responsible for

the Mercedes-Benz Museum project in Stuttgart, Germany.

After receiving his German architecture degree, he gained work experience in Germany and the United States. In 1997, Tobias Wallisser received a post-graduate degree from Colombia University (New York). He worked for Asymptote Architecture on the Virtual New York Stock Exchange project in 1997, and for the German firm KTP on an award-winning low-energy office project in Germany.

In 1998 he joined UNStudio where he became associate in 2002. He directed the design and construction works for the Arnhem Masterplan and Transfer Hall in the Netherlands, was in charge of the Basauri Masterplan project in Spain, a hotel development on Lanzarote, the Da Vinci urban plan in Stuttgart, and the Fraunhofer Research Center in Stuttgart. In 2002, he worked with United Architects on the World Trade Center Project in New York.

His special interest lies in combining new computer technology, a deep understanding of geometry and innovative design strategies to generate outstanding spatial structures. Technical knowledge gained during the construction phases of several state-of-the-art buildings enables him to combine his vision with a deep level of detailing and perfectionism.

He has lectured in many places around Europe and conducted studios at several universities in Germany. In 2006, he accepted a professorship at the Academy of Fine Arts in Stuttgart where he teaches "digital design".

Mario Zoccatelli



Mario Zoccatelli has a degree in Italian language and linguistics from the University of Padua.

Between 1975 and 2007 he gathered a wide range of experience in the area of public administration, working in a number of managerial

positions. Since 28 January 2008 he has been President of Green Building Council Italia, a non-profit association promoted by the Distretto Tecnologico Trentino consortium, which in addition to encouraging the development of a sustainable building culture, aims to introduce the independent LEED® certification system into Italy.

Luigi Zoja



Luigi Zoja was born in 1943. He worked in a clinic in Zurich, then privately in Milan and New York, and is now back in Milan working as a psychoanalyst.

President of the CIPA (Italian Centre for Analytical Psychology) from 1984 to

1993. From 1998 to 2001 he was President of the IAAP (International Association for Analytical Psychology), the association that brings together Jungian analysts from all over the world, before becoming Chairman of the International Ethics Committee of the same. He has also taught at the C.G. Jung Institut in Zurich and the University of Insubria.

He has held courses and conferences at universities and other institutions in Italy, Switzerland, Germany, Austria, Great Britain, Denmark, Holland, France, Greece, the Czech Republic, Russia, Poland, Bulgaria, Lithuania, Slovenia, Israel, Japan, the People's Republic of China, the USA, Mexico, Argentina, Chile, Uruguay, Brazil, Ecuador, Venezuela, Tunisia and South Africa, and has published books and articles in Italian, English, German, French, Spanish, Portuguese, Greek, Russian, Czech, Polish, Slovenian, Lithuanian, Chinese and Korean.

Thanks to:
Michele Ghirardelli - SAPtecnica srl
Rachele Michinelli
Rita Nicolini
Roberto Righetti