



**TAGINA CERAMICHE D'ARTE AT CERSAIE
Bologna, 29th of September – 3rd of October 2009**

The annual presence at Cersaie is a very important appointment for Umbrian company Tagina Ceramiche d'Arte. The International Exhibition of ceramic tile and bathroom furnishings, that will take place from 29th of September till 3rd of October, appears to be an unquestionable point of the international reference in the sector.

The novelties that the company presents this year in Bologna make relevant the inheritance of the ceramic tradition and handicraft company culture. It's the inheritance that the company preserves and renews in the continue research, that can be summarized in new ideas and creations of the interior laboratory and is translated in real life into the constant and dynamic relationship with the productive structure. And what is the result? Three new collections prepared with particular eagerness and attention as only the handy craft expert can render his creations accomplished with the help of technology and materials in conformity with the highest industrial standards of the sector.

The Minera Liqua collection is a photograph of an instant, contraction and dilatation of time, where the authenticity of real stone is mixed with the strength of metal. Officially presented at Cersaie 2009 in natural and glossy version, for the shimmering effects and matt or glossy surface treatment of glazed porcelain tile with the rich decorations, Minera Liqua can be used for the elaborated ideas of the designers and the most innovative solutions for the indoors and outdoors

Paveo is another interesting novelty that Tagina presents in this Cersaie edition. It becomes a projection of the urban space of antique Italian cities inside the domestic environment. Even in its name Paveo reinterprets the style of the ancient pavements of Italian 'Cinquecento' (the 16th century), which were spread through the hands of able pavers in the most ancient and significant squares of Italy. Presented in a version enriched with metallic effects and characteristic decorations with golden reflections, Paveo is an ideal solution for the design of classic interiors and modern elegant spaces.

The innovative collection Joe represents a free and unconventional spirit that it inspires. It has already had a great success when it was shown in a preview last April, in occasion of Salone Internazionale del Mobile in Milan, thanks to the impressive installation 'Lochness' created in *zona Tortona* at the characteristic location of 'Pasticceria De Santis'. Characterized by the original alphabet with concave and convex shapes created in double-fired white body that can be combined by designer into dynamic and modular language, Joe defines the interior which is transformed into the tactile sparkling universe rich of colours that gains an importance, due to the special treatment 'blur' obtained by the antique technics of 'third firing'.

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