

Press

CERAMICS: CLAY AND CULTURE

MADE expo and I SALONI: together to build the new scenarios of the third millennium.

Ceramics: Clay and Culture is the preview of MADE expo 2013 curated by Giulio Ceppi and Fortunato D'Amico, set up for I Saloni within the Rho Pero fairgrounds. The event combines the installation of a series of “**ceramic rugs**” inspired by the culture of the five continents, with works by Manuel Felisi, Leonardo Mosso, Peter Bottazzi and Denise Bonapace.

The setting comprises an overall surface area of 700 square metres of ceramic products in a tribute to “aware” production and design activities, multidisciplinary work, involving the skills of designers, artist architects and manufacturers, with the aim of promoting a debate between the arts and technology concerning the needs of a rapidly changing society.

The initiative reminds us that blending clay means learning from nature, knowing the culture of the places, designing the future with regard to the environment.

The concept, realised for this event, announces the long interactive itinerary of **Made 4 Ceramics**, the hall housing the excellence of the production sector going on show at MADE expo **from 2nd to 5th October 2013**, created to illustrate the characteristics of ceramics, rendering explicit its technical qualities and offering designers useful applications to adopt in a contemporary design situation.

Together with the companies, the two design directors, Giulio Ceppi and Fortunato D'Amico will be building a ‘full-immersion’ system geared to communicating the products on show and maintain a dialogue with visitors in a playful, entertaining key.

The analysis of the production processes, their implications within and outside the reference context will be tackled, following a central exhibition focus and divided into four main subjects:

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- Process innovation in the production process
- Products and solutions in decoration
- Applications on ventilated facades and vertical surfaces
- Solutions for large indoor and outdoor horizontal surfaces

Made 4 Ceramics is not merely a display case, therefore, but a flexible space, a tool for research and development created with the aim of exploring ceramics in its many design values.

Milan, 9th April 2013