



COMPANY PRESS RELEASE

GRANITIFIANDRE AT CERSAIE 2008

GranitiFiandre is a worldwide leader in the production and sales of top quality, full-body technical ceramic slabs, designed for prestigious architectural projects. The company will take part in Cersaie 2008, the International Exhibition of Ceramics for Architecture and Bathroom furnishing, held in Bologna from the 30th September to the 4th October. The company stand has been designed by designer Marco Morosini, who has created an exhibition area where GranitiFiandre will present its range amidst the settings of an innovative structure.

Cersaie is for GranitiFiandre an important appointment, also thanks to the great success obtained in the past editions: one example is the success of the Luminar collection, launched exactly one year ago at the last Cersaie, winner of prestigious international awards, such as "The Tile Association Award 2008" as "Floor Tile of the Year".

Cersaie is hence a stage on which to unveil new developments, a gallery of materials showcasing the original ideas of a company that stands out for its focus on research and its stylistic and technological evolution, striving to reach ever new and more ambitious goals.

Studio Marco Morosini contributed to the design of the stand, creating a futuristic space featuring a "gallery of innovation" to show off GranitiFiandre materials in a treasure chest made of the awarded OptoWhite Luminar, with its high impact contemporary lights and reflections.

One of the news presented for Cersaie is **Jewel**, an exclusive tile made even more precious by a cascade of light: gems in four bright, intense colours to create a sophisticated atmosphere of elegance. A patented collection to add to the GeoStyle line of inspiring, innovative materials.

The NewStone series is enriched with the new **Stone Forest** collection: two deep, dark hues for an intense experience of a natural environment evoking forest landscapes.

Another brand new project is the patented **Light Shape**: a backlit material featuring decorative and geometric motifs, creating glimpses of light that furnish surfaces sorting from the material and creating magic in the air.

GranitiFiandre's participation in Cersaie 2008 with an outstanding partner is only one of the company's many prestigious agreements for promotional and trade fair events.

The stand project involved the participation of prestigious companies including **BTicino**, presenting its **Axolute** plates for home automation systems made with GranitiFiandre materials and applied to a domotic concept, **Living Divani**, which provides the furniture, **Martini Illuminazione** and **Iltac**, whose innovative lighting systems and structures are also featured in the stand.

Partners like **Lancia**, **Cantine Mesa** and **Maranello Village** not only appear in trade fair stands but offer GranitiFiandre customers an outstanding welcome to underline the company's elegant, exclusive image.