



PRESS DOSSIER

GRANITIFIANDRE IS PARTNER OF THE COMMISSION FOR THE SHANGHAI WORLD EXPO 2010.

Confirmed the partnership with the General Commission for the Shanghai world Expo 2010.

GranitiFiandre will be present at the EXPO realizing the paving for the Italian Pavilion designed Arch. Giampaolo Imbrighi.

GranitiFiandre – worldwide leader in the production of top of range porcelain slabs for prestigious solutions – has been chosen as a partner by the General Commission for the Shanghai world Expo 2010 by hundreds of competitors.

The next world Expo will be held from 1st May till 31st October in Shanghai and the theme will be “Better city, better life”.

The city will be the ideal stage where to compare different development experiences and new approaches to the human habitat, in order to promote the sustainable development.

An event that counts on the participation of over 200 countries and International organizations with an average of 70 million visitors foreseen over the course of the exhibition.

GranitiFiandre will be present into the Italian Pavilion, designed by arch. Giampaolo Imbrighi: a 7000sqm surface, 18 mt high with several figures in different rotating sizes that should be interpreted as a sort of mosaic where the building modules express a metaphor for the Italian traditional pluralism and regional customs.

The Italian Pavilion presents products and materials showing the ability of innovation, the dynamism of the Italian companies, the acquired experiences in the improvement of the cities’ quality and, last but not least, the country’s excellence, in one word: the “Made in Italy”.

GranitiFiandre decided to accept this challenge and to offer its innovative, technologically advanced and aesthetically high products, to represent not only the brand, but the whole ceramic sector.

GranitiFiandre is then very close to the topics that will be discussed during the Expo: the urban development in the respect of the environment is an aim that the company is contending far back, investing in the research of materials with the minimum environmental impact and offering advanced solutions, capable to face the global energy consumption.

The Organization Board decision of including the company among the partners for the Italian Pavilion has to be read as a further proof of the prestige and the quality of GranitiFiandre’s made in Italy: its large products range allows once again the participation of the company to a worldwide event, follow up of a philosophy that is a winning stimulus and a confirmation of the values that GranitiFiandre during the years is communicating to the architecture and project world.

“Our company establishes all along its leadership and its development lines on the technical and aesthetical qualities of its materials, that make it an architectural element alternative to quarry marbles and granites and perfectly functional to the modern architecture needs – states Graziano Verdi, A.D. GranitiFiandre – and after the great success obtained by our collections on the worldwide markets, we take the opportunity



granted by the General Commission for the Shanghai world Expo 2010 to our Group to represent the Made in Italy excellence in an exhibition with planetary relevance, such as Shanghai Expo”.



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