

EXPOSÉS, SHOOT YOUR FLOOR!

A photographic journey from single fired tiles to internet

Novoceram, French ceramics manufacturer since 1863, presents an online competition and a photo exhibition at the Contemporary Art Centre "The Consortium" of Dijon, both celebrating the extraordinary evolution of ceramic technology in recent decades and the consequential changes which embellish our everyday scenarios.

PRESS RELEASE

Novoceram, French ceramics manufacturer since 1863, presents "**ExPosés, Shoot your floor!**", a multi-channel event, that begins with a an online contest on the **Facebook** page of the Company and continues with a **photographic exhibition** in the **Centre for Contemporary Art "Le Consortium"** in Dijon (France) where the images and the content posted by fans are temporarily installed between the artworks of the great masters of contemporary art, permanently displayed in the Centre.

The exhibition combines **photographs** with **ceramic materials of last generation** to approach the topic of the extraordinary evolution of ceramic technology which occurred over the last decades and analyze how it has affected our **everyday scenarios**.

Taking part in the **online contest** is simple: participants must send **an original picture of their selves on their old tiled floor**. The author of the photo who gets most votes wins a tablet iPad 2 Wifi 16 Go blanc Apple, while the author of a second image chosen by the internal jury of **Novoceram** wins a GPS GPS TomTom XXL Classic Europe.

The best photos of the contest become protagonists in an exhibition in the spaces of the centre "**Le Consortium**" among other photographs by **Roe Ethridge**, installations by **Valérie Snoebeck**, and other important pieces of contemporary and modern art by masters such as **Fernand Léger**, **Gustave Courbet**, **Jean Lurçat** and other important artists displayed in the exhibition "Le Monde comme volonté et comme papier peint".

The main objective of the Exposition is to highlight the extraordinary evolution of ceramic technology during the last decades, by comparing the pictures of old tiles floors, taken by Fans, with the panels of **state-of-the-art ceramic materials** produced nowadays by Novoceram: the visitors will appreciate how this significant evolution has transformed our **everyday scenarios**.

To follow the backstage and all the secrets of " ExPosés, Shoot your floor!" and to (re)discover all the other Novoceram events, visit the **website** or the **Facebook page**.

INFORMATION AND INTERVIEWS: Our press office, the whole Novoceram team and Management are at your disposal for any further information or for an interview about the booths, the products or the company. Do not hesitate to contact us at: **pressoffice@novoceram.fr**

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SYNTHETIC INFORMATION

NAME :	Exposés, shoot your floor!
CONTEXT:	the Centre for Contemporary Art "Le Consortium" in Dijon (France)
TYPOLOGY:	Online contest and exposition
CONCEPT :	Engage Facebook Fans of Novoceram in a photographic contest and design together the artistic material to be displayed in an offline Art Exposition at Dijon: the photos taken by Fans are installed side by side to the artworks of great masters of contemporary and modern art, such as Gustave Courbet, Fernand Léger or Cindy Sherman.
DATE :	July 2012

WEB AND SOCIAL NETWORK

SITO UFFICIALE :	novoceram.com
FACEBOOK :	facebook.com/novoceram
TWITTER :	twitter.com/novoceram
GOOGLE+ :	plus.google.com/+novoceram
PINTEREST :	pinterest.com/novoceram/
LINKEDIN :	linkedin.com/company/novoceram
YOUTUBE :	youtube.com/user/novoceram
FLICKR :	flickr.com/photos/novoceram

THE COMPANY

The story of **Novoceram** started in **1863** in **Saint-Vallier-sur-Rhône**. With its **4 million m²** of **annual production**, **40 million Euros** of **sales**, a **production site surface** of **90,000 m²** and **170 employees**, the company is one of the leading producers of ceramic tiles in France. The first French ceramic tile company to obtain the **Ecolabel** award and the only French ceramic producer to obtain the **ISO 14001** certification for its environmental management system, since 2000 **Novoceram** has been part of the **Gruppo Concorde**, one of the largest producers of ceramic tiles in Europe.

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