

LES 10 VISAGES DE MISTER X

The Temporary Story by Novoceram at Designer's Days 2010 in Paris

In its temporary installation at Designer's Days 2010, Novoceram, French ceramics manufacturer since 1863, stage the imaginative story of Mister X, a curious character with ten faces that changes his clothing style, the design of his home and – of course - the floor of its rooms, for each of his different identities.

PRESS RELEASE

Designer's Days, the most important international design event in **Paris**, celebrates its tenth anniversary by inviting architects, designers, and especially general public to discover the **temporary installations** conceived for the occasion by leading design companies all around the main theme, obviously the **number 10**.

Novoceram, French ceramic tile manufacturer since 1863, joins this group of ambassadors of design to tell a story that is both original and fun, structured around "**Les 10 visages de Mister X**" (the 10 faces of Mister X): an imaginative character who inspired the installation conceived by Italian interior designer **Francesco Catalano**, **Novoceram's** art director.

For these six days, **Mister X** has given **Novoceram** the keys to his Parisian *pied-à-terre* where he keeps the secret of his ten identities. Obsessed by detail, he composes every characteristic of his personalities in his image with almost maniacal care and attention, whenever he changes identity: from style of clothing to tone of voice and even the elegant and mutable interior design of his home, thanks to the versatility of **Novoceram Indoor Plus**, **Novoceram Outdoor** and **Novoceram Outdoor Plus**, the floating laying systems combining all the advantages of ceramics with the possibility of renewing the appearance of indoor and outdoor tiling quickly and easily.

To follow the backstage and all the secrets of "Les 10 visages de Mister X" 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 :	Les 10 visages de Mister X
CONTEXT :	Designer's Days 2010
TYPOLOGY :	Temporary installation
INTERIOR DESIGN :	Francesco Catalano
SURFACE:	50 m ²
INSPIRATION :	The 10 different identities of an imaginative character changing style, design and floor for each of them
PROJECT SHEET :	http://www.novoceram.com/blog/stands/mister-x
ADDRESS :	c/o Pascal Vanhoecke Gallery Rue des Filles du Calvaire, 21 - 75003 Paris (France)
DATES :	From 9 th to 14 th of June 2010
OPENING TIMES:	From 10.00 AM to 22.00 PM

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.

THE DESIGNER

Francesco Catalano is the designer behind all the booths and exhibition spaces of Novoceram. He is **Marketing Manager and Art Director** for the company and owner of his own **interior design firm** based in Reggio Emilia (Italy) specialized in bold, **unconventional interiors** for commercial and residential environments. His work is recognized throughout the design community, winning **awards** like the prestigious Etoile of the Observateur du Design, in France, and several nominations to the Compasso d'Oro, in Italy. He is also a prolific **author of marketing books and articles**. In 2010 he founded the **blog Gorgonia** where he shares his knowledge about marketing and design.

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