

CERSAIE 2007: LE TRESOR

Novoceram dresses of gold for a visionary journey through the world of luxury

Novoceram, French ceramics manufacturer since 1863, presents his booth «TrèsOr»: a bright Parisian hotel particulier sparkling with golden highlights where the brand tells all the charm of French style to Cersaie, International Exhibition of Ceramic Tile and Bathroom Furnishings.

PRESS RELEASE

An impressive portal decorated with precious ceramic tiles invites you to enter in the unique and compelling set of the "**TrèsOr**" by **Novoceram**. The French ceramic tiles manufacturer decided to draw upon the rooms of a well-kept *hotel particulier* in Paris where the company presents its collections at **Cersaie 2007**, International Exhibition of Ceramic Tile and Bathroom Furnishings.

The path of the stand runs through a sequence of luminous and sparkling rooms overlooking a large living reservoir of white orchids where **Francesco Catalano** author of the project, evokes all the charm of French style with a bold and lavish design that continues the path to discover the different ways of living "*à la française*" started with the stand **Coté Charme** and continued with the stand **Jardin des Sens**.

Boldness is the real common thread of "**TrèsOr**": the boldness of precious surfaces of Novoceram of which is wrapped the booth, the boldness of the décor of each room, and the boldness symbolized by a light flight of golden balloons surrounding the crystal walls, and peeking into all the details of the furniture.

The real treasure enclosed in this booth-chest are the collections of **Novoceram**: the ceramic wallpaper **Trèsjouy**, adding an original touch of gold reflections to traditional fabrics of Jouy and their famous country scenes, the indefinable natural texture of the collection **Noname** and tiny fossils reproduced on the surface of **Fossil** which is inspired by a *Pierre de Bourgogne*.

To follow the backstage and all the secrets of "**TrèsOr**" 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 :	TrèsOr
CONTEXT :	Cersaie 2007
TYPOLOGY :	Exhibition stand
INTERIOR DESIGN :	Francesco Catalano
SURFACE:	150 m ²
INSPIRATION :	A Parisian <i>hotel particulier</i> illuminated with precious golden reflections and a warm color of ivory.
PROJECT SHEET :	http://www.novoceram.com/blog/stands/le-tresor
ADDRESS :	Pavillion 18, Stand B42 - C39 Bologna Fair District – Bologna (BO), Italy
DATES :	From 2 nd to 6 th of Octobre 2007
OPENING TIMES:	From 9.00 to 19.00

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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