

CERAMICA SANT'AGOSTINO ANNOUNCES ITS COLLABORATION WITH PHILIPPE STARCK

16.07.2012 – Collaboration with Philippe Starck is now officially under way, as Ceramica Sant'Agostino is happy to announce. The famous designer, creator and architect will be working with the Company to create two collections, the first of which will be presented at the upcoming 2012 edition of Cersaie in Bologna and the second during the Salone del Mobile 2013.

The earthquake that hit the Emilia area so hard in May this year has done little to undermine the determination and tenacity that have always been the hallmarks of Ceramica Sant'Agostino, a company that has never stopped believing in its work and in its future, as is clearly testified to by this collaboration with Philippe Starck.

Although the company from Ferrara initially made contact with Philippe Starck some time ago, its ability to bounce back from adversity has speeded up the definition of the agreement, allowing for the presentation at the upcoming Cersaie fair of a superbly stylish and highly international product.

This is Philippe Starck's first experience with ceramic products, and he chose Ceramica Sant'Agostino above all for its consolidated professional culture. Furthermore, Philippe Starck's willingness to rise to the challenge in such a short time is indicative of how struck he was by the Company's desire to continue to demonstrate excellence in the ceramic sector.

What can we expect? It's hard to say, given the dynamic, eclectic creativity of Philippe Starck, who defines his role as a designer as *subversive, ethical, ecological, political* and *ironic*.

What is for sure is that this project marks an important milestone for Ceramica Sant'Agostino, which has consolidated its role as a strategic partner in the finest international contemporary projects.