

**7 W New York® Hosts  
“CERAMICA MAGNIFICA!”  
A Rich Exhibition of Award-Winning  
Ceramic Art & Design Collection from Italy**

*Exhibit to open January 25, Marking the Start of the New York Gift and Home Textiles Market Week*

**NEW YORK, NY** (January 2009) - “*Ceramica Magnifica! Celebration of a Heritage,*” highlights the importance and diversity of Italian ceramic design in an exhibition of sculptures and decorative objects coming to 7 W, New York’s largest marketplace for tabletop, gift and home decor. After an extremely successful launch at the Westchester Italian Cultural Center (WICC) in October as part of the regional *All Fired Up* initiative, the exhibit will travel to the Big Apple and open on January 25<sup>th</sup>, just in time for the New York Gift & Home Textiles Market Week. Featuring the works of acclaimed international architects, artists and designers, including: **Krizia, Adam Tihany, Ottavio Missoni, Giuliana de Camerino, Massimo Vignelli, Alessandro Mendini, Federica Marangoni, James Wines, Matteo Thun, David Palterer, Alison Sky, Ultraviolet, Michele DeLucchi, Denis Santachiara, Andrea Branzi** and **Paola Navone** (to name a few) the display is sure to pique the interest and curiosity of event attendees and attract new visitors to the busy market building in the coming months.

Curated by renowned Italian artist, Federica Marangoni and Evelyn Rossetti, executive director of WICC, the exhibit has its roots in the medieval Italian city of Este, a region known for its leadership in art and craftsmanship. In 2001, Marangoni worked with the local Town Hall Council to organize a Contemporary Ceramic Triennale, with the aim of renewing the city’s ancient tradition of artistic ceramics. Held in 2001, 2004 and 2007, the Triennale showcased the work of international architects, designers, artists and fashion designers. To inspire the talented youth, the Triennale established a competition for schools of art, craft and design and displayed the winning works.

For this exhibit, Rossetti and Marangoni pulled the best of the best from the past nine years. The result is an extraordinary mix of 49 pieces that truly pay homage to Este’s artistic tradition. These range from the ironic and whimsical to the innovative and ethereal. The exhibition also pulls together the Triennale’s 15 award-winning student projects. Ceramic artist, **Antonio Cornacchione**, curated this portion of the display.

According to Marangoni, “We were so pleased to find another home for our fabulous exhibit. It is just so special that we wanted the largest audience possible to view the works and understand the nature of ceramic art and production in Italy. The 7 W New York Building, located in the heart of Manhattan across from the Empire State Building, is a perfect partner. They share our love of ceramics and commitment to showing the finest work of designers and artists to a wide audience.”

Chris Collins, 7 W vice president and general manager at 7 W, shares Maragoni’s enthusiasm, “At 7 W we have an impressive line-up of Italian-made ceramics, textiles, gifts and home accessories on display year-round in our permanent showrooms. My team and I visited the exhibition in Westchester and were struck by the design and craftsmanship on display. We felt this artistic exhibition would be a popular attraction here at 7 W and are honored to be their host.”

“*Ceramica Magnifica*” will remain on view at 7 W through the Spring Tabletop Market, which will take place from April 21-24, 2009. The building is finalizing its spring line-up of art shows, which are held on the 11<sup>th</sup> floor Market Suites, and plans to make this exhibition open to the public for select periods during the art show circuit. Visit [www.7wnewyork.com](http://www.7wnewyork.com) as dates and times will be announced in the coming months.

**7 W NEW YORK™** is a wholesale mart building, catering to the buyers of Home Décor, Table Top, Giftware, Textiles and Decorative Accessories. Its daily hours of operation are Monday through Friday, from 9 am to 5 pm with extended hours during special market weeks. 7 W New York is a trademark of Merchandise Mart Properties, Inc. (MMPI).

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