



## TERREAL, partner of the renovation of the city of Architecture

The city of Architecture was entrusted to young architects (NAJA Prize winners) the mission of fitting out spaces in the pavilion dedicated to contemporary architecture.



Four manufacturers have been associated to this event and Terreal, a major player on the terra cotta market and active promoter of this material, has established itself as a key partner.

The design of the reception and Assembly room was entrusted to the agency Colomer & Dumont. The realization of this room makes it possible for Terreal to offer to its customers, the architects, a contemporary showcase of its creations in the service of the architecture and a meeting place, open to exchange between our two professions.

The terra cotta product Phoniceram of TERREAL was selected for this project. Aesthetic and long-lasting, this mural dressing is a variation of ZEPHIR cladding intended for the acoustic correction of interior spaces, thus limiting the reverberation of the sound. A special version of this product in a curved format was executed in order to fulfill the requirements of the architects, ensuring continuity between the ground, exceptionally tiled with Phoniceram, and the vertical walls.



Thus, the design of the room, very contemporary, completed by original work of lighting and made of terra cotta, noble and natural material, make this room a constructed space that is particularly modern and warm.

This partnership with the City of Architecture shows the willingness of TERREAL to provide support to our cultural heritage on a modern architecture market as well as on traditional markets.

*Photos Maria  
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Official inauguration date: 20<sup>th</sup> March 2007

Opening date to the public: September 2007