



For Immediate Release
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LATICRETE Sponsors Tile Heritage Foundation's National Exhibition

(Pictured: LATICRETE installed mosaic art from Sonia King, Mosaicworks)



For Immediate Release (March 9, 2010): LATICRETE, a global leader in the manufacturing of innovative systems for the installation of tile and stone, will sponsor the national exhibition of the Tile Heritage Foundation this March 19 through April 19, 2010, at Philadelphia's Magic Gardens on South Street. LATICRETE has made the top level pledge as an "Exhibition Hosting" sponsor for *Tell-Tale Tiles & Fractured Fantasies*, a juried

exhibition exploring contemporary tile making and ceramic mosaics as a story-telling medium in the spirit of artists Henry Chapman Mercer and Isaiah Zagar. The judge of this year's annual THF exhibition will be internationally acclaimed artists and preservationist, Susan Tunick.

LATICRETE has a special appreciation for the mission of THF, a nonprofit organization dedicated to promoting the awareness and preservation of the rich history of ceramic hard surfaces in the U.S. THF serves as a major voice in the protection of rare or unusual installations of ceramic tile, while promoting contemporary tiles and mosaics, as well. *Tell-Tale Tiles & Fractured Fantasies*, sponsored in part by LATICRETE, will feature a diverse display of narrative artworks submitted from around the country exploring social, political, family and personal stories interpreted through ceramic and mosaic works of art. www.tileheritage.org

Philadelphia's Magic Gardens, co-host of this national exhibition, is nonprofit arts center that preserves the works of mosaicist Isaiah Zagar, and educates the public about mosaic and folk art. The Magic Gardens, Zagar's largest artwork where this event will take place, includes a fully tiled indoor space and massive outdoor labyrinthine mosaic



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sculpture garden spanning half a block down Philadelphia's famous South Street.

www.philadelphiamagicgardens.org

Tell-Tale Tiles & Fractured Fantasies, the national exhibition of the THF, promises to be an exciting month for ceramic and mosaic artists in Philadelphia, coinciding with the National Council on Education in the Ceramic Arts festival, as well Philagrafika, a multi-sited international festival of contemporary art. These two festivals are expected to draw over 10,000 ceramic and other art enthusiasts including the Society for American Mosaic Artists to Philadelphia.

For more information on the Tile Heritage Foundation and/or *Tell-Tale Tiles & Fractured Fantasies* beginning this March 19, contact Sheila A. Menzies, THF treasurer. 707.431.8453. foundation@tileheritage.com
Tile Heritage Foundation, P.O. Box 1850, Healdsburg, CA 95448

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