



SHORT FILM EVERYTHING BEGINS WITH AN INTERRUPTION

Everything begins with an interruption. That was the case for Mutina when, ten years ago, it decided to undertake a new and courageous journey into the world of ceramic tiles. Today, to celebrate this important anniversary, the brand will rewrite its history with some exciting news: the first advertising campaign, a new website and profiles on Facebook, Twitter and Instagram as well as the Mutina Journal, new collections and a move towards contemporary art. But there's more. Everything begins with an interruption is the title of the shortfilm directed by Spanish filmmaker Albert Moya to celebrate this important anniversary: "I liked the idea of using such an important statement to work on the concept of the film. The HQ building has a lot of personality and we knew from the very beginning that it was going to influence the whole aesthetic of the film, with that elegant yet industrial feeling of the early 70's. The key to look at the architecture coexisting with the rest of the elements of the film, was the choice of black & white".

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