

Press Release Contact Information:

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E-Mail: [Email us Here](mailto:info@thatsArte.com)Website: [Visit Our Website](http://www.thatsArte.com)**ThatsArte.com Launches the First Blog devoted to Italian Ceramics**

thatsArte.com is pleased to announce the launch of the first Italian pottery blog. History, news, events and how to's about Italian art ceramics, Italian dinnerware and decoration pottery.

/24-7PressRelease/ - ITALY, April 19, 2008 - ThatsArte.com, the leading Web Store of Italian pottery announces the launch of the first blog entirely devoted to Italian ceramics: how to's, facts, news, events, exhibitions, history & stories, traditions.

The company invites all the Italian pottery lovers on the web to visit thatsArte.com Blog. Many articles are already on line and ready to supply the eager reader with many useful articles.

Some examples:

- Hand Made Italian Ceramics: how to spot a fake
- Simple ways to make Italian ceramics last forever
- The difference between Pottery, Ceramics and Majolica, with special regard to Italian Ceramics
- Vetralla's last potter
- The International Museum of Ceramics in Faenza celebrates 100 years
- ConCreta 2008 - International Exhibition of Ceramic Sculpture
- Loza dorada - The Hispano-Moresque Ceramics and the Origins of Italian Majolica
- Italian Ceramics from Castelli - State Hermitage Museum Collection
- Luigi Ontani -MAMbo: Museo d'Arte Moderna di Bologna
- The "Arlecchini" from Montelupo in the History of Italian Ceramics

ThatsArte.com Blog aims to become the reference website for Italian pottery lovers who wish to learn and share information on this subject or are planning to enhance their travel to Italy with visits to ceramic art exhibitions, interesting museums of ceramics and cities with a rich ceramic art heritage.

The new Blog, as well as the parent site thatsArte.com, is the idea of two lifetime friends, Manuela Morena and Tiziana Manzetti, both avid collectors of Italian ceramics.

Previously professionals in advertising, marketing and TV production, they have decided to change their passion for ceramics into a business.

In Sept. 2007 they launched thatsArte.com, one of the largest Italian pottery web stores behind the concept "Passionate about ceramics - just like you".

A breakthrough formula was needed to stand out in a crowded competitive arena. They found it in the balanced mix of three factors:

1. The focus on quality - the store features pottery hand made and hand painted with the same process used centuries ago by the most talented Italian artists. Each piece is accurately described, as it is the artistic heritage of the region where it comes.
2. A large choice of Italian pottery - more than 4000 works have been selected with the aim to represent the core of Italian dinnerware, serving ware, kitchenware and decorative maiolica.
3. A personalized service - the close relationship between the artists and the company brings great benefits to Customers. Personalization of the ceramic works is free of charge and a Special Order Service allows the Customer to commission the artists for tailor made ceramics, just like Italians have been doing since the Renaissance age.

The positive feedback of thatsArte.com's Customers and their enthusiasm for the extensive information provided in the site encouraged the management to devote even more energy to their educational efforts and to the interaction with Italian pottery lovers over the world. Hence the official launch of thatsArte.com Blog.

Contact info:

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www.thatsarte.com/blog

Passionate about ceramics - just like you: that is the core concept behind thatsArte.com, a leading online store featuring a 4,000 piece collection of Fine Italian Ceramics, handmade by the most talented artists in Italy. A Special Order service allows the Customer to commission the artists for tailor made ceramics, just like Italians have been doing since the Renaissance age.