

Press Release

Franco Vantaggi, former Managing Director of Confindustria Ceramica, a longtime prominent figure in Italian ceramics, has passed away

Franco Vantaggi, Director of Confindustria Ceramica from January 1996 to June 2008 and previously Director of the Labor and Industrial Relations area of the Association for 20 years, passed away last night at the Sassuolo hospital. He leaves behind his wife Concetta Romeo and children Valeria, Giovanni and Michele. The funeral will be held Tuesday, November 5, at 3:30 p.m. at the San Giorgio Cathedral in Sassuolo.

Born in Rome 84 years ago, he joined the Association (known at the time as Assopiastrelle) in 1974 as head of the Labor and Industrial Relations area in a period characterized by a profound industrial transformation, due first to the emergence of single-firing, and then to the early-1980s crisis, that in a mere five years profoundly changed the Italian ceramic industry. During this phase, Mr. Vantaggi left an indelible mark on the social transformations of the industry, in a relationship with the trade unions marked by strong contrasts but also by deep collaboration and mutual respect.

After being appointed Co-director of Assopiastrelle in 1990, he became its Managing Director in 1996, when he began to put in place several major initiatives. First, the participation at Cersaie of leading figures on the national and international scene—such as Umberto Agnelli, Marco Tronchetti Provera, Nobel laureate Arno Penzias. Second, the birth of the Foncer sector complementary pension fund. Third, the first architecture conferences with some of the contemporary masters such as Mario Botta, Massimiliano Fuksas, Alvaro Siza. Finally, the celebrations for the 40th anniversary of the Association with the president of the Chamber of Deputies Pierferdinando Casini and Emma Marcegaglia. He was a key player, along with Alfonso Panzani and Giorgio Squinzi, in the birth of Confindustria Ceramica, which saw the entry of Italian sanitaryware ceramic companies into the Association.

«With Franco Vantaggi passes away one of the figures who has contributed most to the development and growth of our Association and the Italian ceramic industry. - commented Augusto Ciarrocchi, president of Confindustria Ceramica - His professional and interpersonal skills, never lacking an extraordinary humanity and attention to people, have been fundamental in facing the many important challenges of the Sassuolo district, as well as the entire national ceramic sector, in the best possible way.»

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