

Tile News

Winter
2008/2009

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on the cover:
Ragno, Textile



SHOW REPORT:

Cersaie

Continues to Captivate the Crowd

Even with a softening global economy, Cersaie 2008, which took place from September 30 to October 4 at the Bologna Fairgrounds, continued to live up to its name as the largest international exhibition of ceramic tile and bathroom furnishings. The show's impressive numbers confirmed just how important the event is to the industry. With the addition of two new bi-level halls, both exhibitor numbers and exhibition space recorded all-time highs.

Year after year, professionals from across the globe travel to Cersaie for industry-leading innovations and design-forward products. Italian tile manufacturers never fail to impress and inspire, and 2008 show attendees were treated to introductions of both artistic and technological importance. Trendspotters noticed the use of rich colors, interesting textures, unique formats and a range of eco-friendly LEED-compliant introductions on display.

In addition to thousands of new product launches, the show boasted a strong architectural component with educational conferences and a thought-provoking exhibit called "Architectural Food." The design keynote entitled "Beautiful Minds Design at Cersaie," was particularly popular, attracting record-breaking crowds to a session where young Italian up-and-coming designers discussed their current work and the culture of Italian ceramic tile.

Plans are already underway for the 27th gathering of Cersaie, which will be held from September 29-October 3, 2009. Visit www.cersaie.it for show details.

CERSAIE 2008 IN NUMBERS:

84,537

Total visitors

25,675

International attendees

1,894,448

Square feet of show floor

1074

Exhibitors from 34 different countries

662

Journalists from Italy and abroad



Made of tiles from Polis Manifatture Ceramiche, this oversized cake named "Torta arcobaleno" was designed by Dodo Arslan.

Architectural Food Mixes Culinary Customs with Ceramic Creations

Italy is recognized around the world for its exceptional food and exquisite ceramic tiles. The Architectural Food Exhibit, promoted by Confindustria Ceramica and organized by Edi.Cer, paid homage to these beloved sectors. The young Italian designers chosen to participate are "the great hope for our future," according to Alfonso Panzani, the association's chairman. Curated by Aldo Colonetti, the exhibit explored the theme of gastronomy through tile-clad installations. The extremely popular exhibit, which expanded upon the successful display that debuted at the Milan Furniture Fair, served as a welcome center for fair-goers. For Cersaie, it featured eleven hospitality-inspired projects from the following designer/manufacturer teams:

Adriano Design
for **Edilcuoghi Ceramiche**,
Enrico Azzimonti
for **Casalgrande Padana**,
Dodo Arslan
for **Polis Manifatture Ceramiche**,
Lorenzo Damiani
for **Antiche Fornaci d'Agostino**,
Odoardo Fioravanti
for **Majorca**,
Nicola Gallizia
for **Florim Ceramiche**,
Lorenzo Gecchelin
for **Ragno**,
Luca Nichetto
for **Marazzi**,
Matteo Ragni
for **Etruria Design**,
Maurizio Sala
for **Emilceramica**,
Silvia Suardi and Sezgin Aksu
for **Ceramica di Vietri Francesco De Maio**.

Geometry

Circles and squares continue to take shape, but these days the new geometric forms come in the way of polygons, hourglass figures, geographic diagrams and more.

1 Laminam, Lam'slad and Lam'S, www.laminam.it

2 Sant'Agostino, Romantic, www.ceramicasantagostino.it

3 Etruria, Hex, www.etruriadesign.com

4 Ragno, Riflessi, www.ragno.it

5 Casamood, Circle, www.casamood.com

6 Provenza, d'OC, www.ceramicheprovenza.com

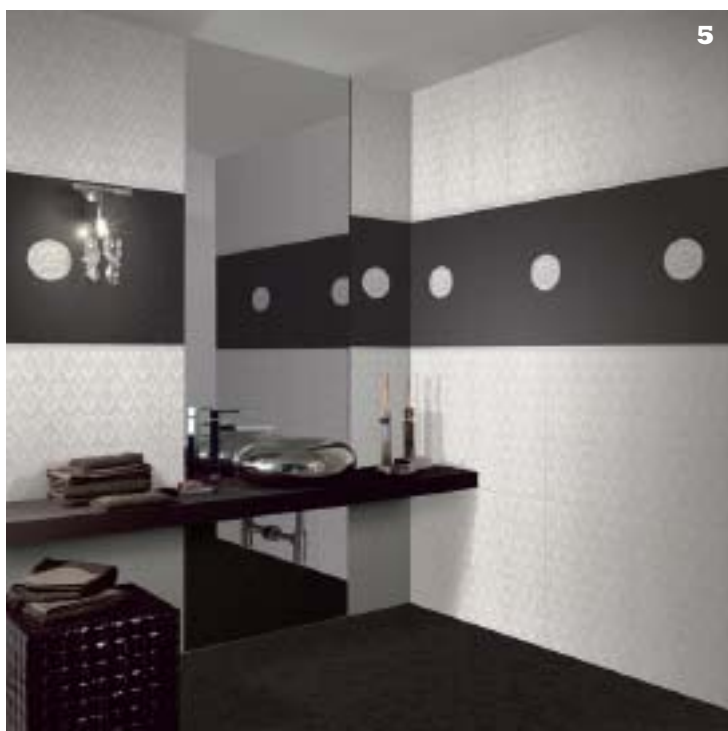
Trends



Wallpaper

Traditional wallpaper may have met its match. At this year's Cersaie show, fairgoers saw an elegant display of romantic florals and classic silhouettes done on hard surface ceramics and porcelains. Designed in true Italian style, these tiles set a new standard for wallcovering.

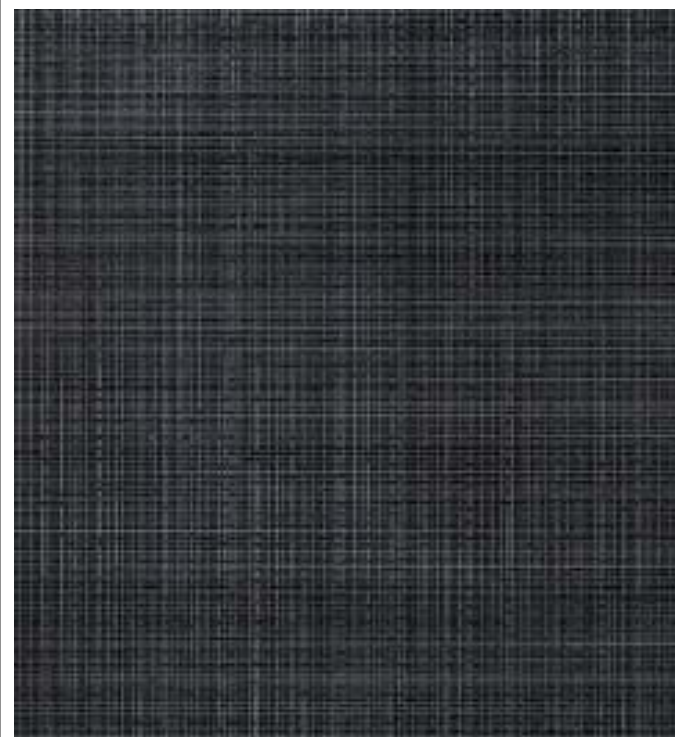
- 1 Cerim, Tre+Tre, www.cerim.it
- 2 Caesar, Butterfly, www.caesar.it
- 3 Edilgres, Starlight, www.edilgres.it
- 4 Sicis, Allegra, www.sicis.com
- 5 Fioranese, Extra-Glam, www.fioranese.it
- 6 Marazzi, Paris, www.marazzi.it



Tactile

With a heaping handful of manufacturers showcasing tantalizing textures, these highlights only scratch the surface.

- 1 Ergon, Tecnofibra, www.ergontile.com
- 2 Impronta, Ecclettica, www.impronta.it
- 3 Keope, Neowood, www.keope.com
- 4 Bardelli, Preziosa, www.bardelli.it



Designer

The A&D community is not only specifying Italian tiles, they are also designing them. From Cersaie's "Beautiful Minds" keynote seminar, which explored the essence of new Italian design in the field of ceramic tiles, to the growing number of architects and designers who are putting their names on tile collections, this trend is a win-win for all.

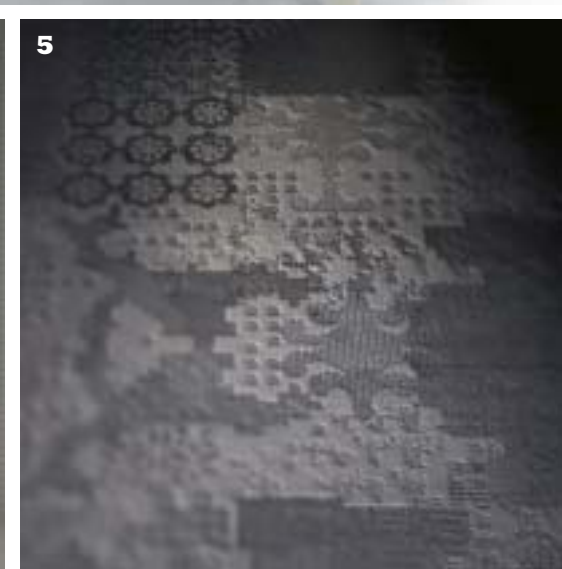
1 Supergres, De-Co, designed by Claudia Raimondo
www.supergres.com

2 Bardelli, Chiarenza, designed by Marcello Perenza, www.bardelli.it

3 DesignTaleStudio, R+evolution, designed by Karim Rashid
www.designtalestudio.com

4 Gabbianelli, Tuttotondo, designed by Bruno Munari
www.gabbianelli.com

5 Mutina, Déchirer, designed by Patricia Urquiola, www.mutina.it





Mapei Gives the Guggenheim a Facelift

Designed by legendary architect Frank Lloyd Wright in 1959, New York's iconic Guggenheim Museum was starting to present signs of age with cracks in the exterior that offset its aesthetic and foundational qualities. With almost fifty years of wear and tear, the landmark building needed to be restored to its original beauty. To head the four-year renovation project, the Museum's staff turned to MAPEI –

an Italian manufacturer and leading producer of concrete restoration products.

After extensive monitoring and product testing, MAPEI employed the use of: Mapefer™ IK corrosion inhibitor, for repairing multiple areas of corroded steel; Planitop® XS extended-working-time vertical and overhead 1-component repair mortar, for repairing multiple patches; Mapelastic™ all-weather flexible cementitious

membrane, for concrete waterproofing and protection; and Elastocolor Rasante, a high-build elastomeric color-matched finish coating, for resurfacing the exterior. As one of New York's most treasured spaces, the Guggenheim unveiled its new facelift this fall and joined the Italian company's laundry list of renovated historical landmarks including: the Vatican; the Kremlin, the LaScala opera house; and the Statue of Liberty.

ARCHITECT'S CORNER

One-On-One With Division1

In terms of product selection, the line between commercial and residential continues to blur with a great deal of crossover taking place. Italian tile is a prime example of this trend as architects and designers are selecting the material for a variety of applications and installing it everywhere from private homes to high-traffic areas. With this in mind, *TileNews* reached out to Ali R. Honarkar, of the award-winning firm Division1 Architects, for a first-hand perspective on this very subject. The firm is a two-time recipient of the Ceramic Tiles of Italy Design Competition Award. In 2007, it was recognized with an Honorable Mention in the commercial category for the Charlie Chiang Restaurant, located outside of Washington, DC. Just one year later, Division1 took home top honors for the Robert's Residence, which features Italian tile throughout the interior of the home as well as on a portion of the exterior façade.

To begin, tell us a bit about your firm.

"One great thing about Division1 is that we do not specialize in any type of architecture. We have a wide palette of materials and use what we believe to be the right material regardless of the type of project."

Can you share with us your top reasons for selecting Italian tiles for your projects?

"For us, it is not based on quantity but more about the quality. We have found the tiles from Italy to be very competitive in pricing. We are currently using tile on the exterior of a commercial building in the same way it was used in our residential project.

At Division1 we pride ourselves on distinctive and innovative design solutions. We use tile for more interesting applications such as interior walls and exterior façades as I noted before. We don't think of tile as just a material that goes in the bathroom for shower walls. For us, it's a design element."

In both your residential and commercial award-winning projects, you featured ceramic tiles prominently. What makes this material so versatile?

"For one thing, the material is fire resistant. With all of the beautiful porcelains on the market now, you can do whole walls in other areas of the home and not just in the bathroom. People in the U.S. are very conservative and think tile belongs in bathrooms and masonry belongs on exteriors.



By using some of our newly designed residences as showcases, we are trying to introduce these new ideas and show the vast creativity that is available on the market today.

Secondly, porcelain tile is extremely durable. In the case of the Robert's Residence, the homeowners have two small children so we wanted something that could withstand the inevitable wear and tear. This material was the perfect choice."

Division1 Architects' philosophy is to define architecture with distinctive, innovative and unexpected design solutions. Can you tell us how Italian tile meets the company's architectural goals?

Since tile is commonly used for exterior applications in Europe, we thought it would be a great feature for a project like the Robert's Residence and give us a way to introduce innovative ideas to the area.

Chicago-Bound: Ceramic Tiles of Italy Set to Take

COVERINGS

By Storm

From April 21-24, Coverings will return to Chicago and the Italian flag will be flying high above the Windy City.

What to look for at the show?

The Italian Pavilion...Ceramic Tiles of Italy manufacturers are known for quality, design and innovation. "Italian country at Coverings" will feature a large institutional centerpiece exhibit, as well as stands from Italy's leading producers of ceramic, porcelain and glass tiles. Known as the industry trendsetters, the pavilion will be a comprehensive source for latest and greatest in tile. Today, Italian manufacturers are producing porcelains that are super-thin and extremely large, taking advantage of new digital printing capabilities that allow them to print patterns on textured and dimensional tiles, working with architects/designers to create cutting-edge product lines and using recycled material to develop LEED-compliant collections.

How to find it?

From the Ceramic Tiles of Italy carpets to the atrium banners, the Italian pavilion will be clearly and cleverly marked. Large-scale maps will also be displayed on two giant totems that are located just outside of the space. A helpful guide, containing information on each and every one of the participating companies, will be distributed at the hall entrance as well as at the Ceramic Tiles of Italy main stand. Finally, Ceramic Tiles of Italy has also sponsored the tram, giving guests an easy way to get to the pavilion and navigate around the show.

Why Chicago?

For Ceramic Tiles of Italy, the decision to bring the show back to Chicago was easy. For one thing, the metropolis is closely connected to some of architecture's most important names: Frank Lloyd Wright, Louis Sullivan, Mies van der Rohe and Holabird & Root. Thanks to recent developments, Grant Park will go down in history as the place where hundreds of thousands gathered to celebrate the election of Barack Obama as the 44th President of the United States. And finally, with the support of the new President, Chicago will make its bid to be the site of the 2016 Olympic Games. According to reports, April in Chicago will be a magical time as the International Olympic Committee is also set to visit.

How to Register?

Visit www.coverings.com for online registration.



http:// tile competition. com/

Ceramic Tiles of Italy Design Competition New Online Submission Is as Easy as 1-2-3

Ceramic Tiles of Italy is continually finding ways to meet the needs of the A&D community. Now the association is making it even easier to enter the Ceramic Tiles of Italy Design Competition. In 2008, Confindustria Ceramica and the Italian Trade Commission launched a website, www.tilecompetition.com, with helpful competition tips, a downloadable form, award information and photos of winning projects. Beginning this year, they are offering applicants the option to complete the entire submission process online. The requirements remain the same, but the process has been simplified. North American architects, designers or those industry professionals submitting on their behalf, will be asked to fill in the required fields, provide a detailed description and upload high-resolution images of the project. This is all part of Ceramic Tiles of Italy's industry-wide effort to reduce their carbon footprint. While hard copy entries sent by mail will still be accepted, digital entries are encouraged. All submissions must be received by February 6, 2009. www.tilecompetition.com

Ceramic Tiles of Italy Design Competition/Call for Entries.
\$18,000 in prizes. A trip to Italy. Deadline: February 6, 2009
 Submit by February 6, 2009 to: Italian Trade Commission
 Ceramic Tiles of Italy Design Competition 2009
 33 East 67th Street New York, NY 10065 - 212.980.1500



Ceramic Tiles of Italy

Check Project Category: Commercial/Hospitality Institutional Residential

Project: _____

Architect/Designer: _____

Firm: _____

Tile Contractor: _____ Distributor: _____

Project Location: _____ Completion Date: _____

Name of Entrant: _____ Entrant Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____

E-Mail: _____ Website: _____

Signature: _____ Date: _____ Print: _____

Let us know how you learned about this competition:

Metropolis Contract Interior Design Hospitality Design Architectural Record ArchitectureWeek e-Blast

Other (please be specific) _____

For more information contact Novità Communications at 718.857.4806 or info@novitapr.com - www.tilecompetition.com

To enter a project, **North American** architects/designers or such entities as were affiliated with the project must submit two (2) sets of the following:

- Completed entry form, signed by applicant
- Firm or designer(s) profile
- A CD of high-resolution project images accompanied by a min. of three (3) color printouts
- A brief project description, including client's name, Italian ceramic tile

manufacturers featured, series names, formats and colors utilized; explanation of where tile is used in project; information on any sustainable architectural detailing.

Please submit application on letterhead of organization competing for the award. Multiple entries are permitted. However, each entry must include a separate entry form. Form photocopies may be used.

On behalf of the Entrant and the others associated with the Project the Undersigned submits this form and related documents. Further, on their behalf the undersigned represents that:

- He/She has the full authority of the Entrant and the others associated with the Project to submit this entry
- The information submitted with the form is accurate and correct
- No individual or entity, other than those authorizing me to submit this entry, has any copyright or other legal right to prevent this entry or to prevent the publication or other use of the depictions submitted with this entry.

Further, on their behalf the undersigned authorizes the use of the photographs submitted in connection with the entry in publicizing the competition or in publicizing Ceramic Tiles of Italy. This authorization will only be operative in the event that the Entrant is identified as the designer of the

Project and in the event that the Entrant is a winner or given honorable mention in connection with the competition. The undersigned undertakes to assist the organizers of the competition in obtaining access to the Project in the event the organizers wish to take further photographs of the Project. The undersigned acknowledges that the materials submitted in connection with the entry will not be returned and that the organizers of the competition may determine that no winner is to be selected and that no award is to be given.



LOOKING AHEAD

COVERINGS McCormick Place, Chicago, IL April 21-24, 2009

The largest exhibition of ceramic tile and stone is heading back to Chicago. As a co-owner in the show, Ceramic Tiles of Italy will use this event to present hundreds of new products to an audience of distributors, contractors, retailers, fabricators, architects and designers.

AIA NATIONAL CONVENTION The Moscone Center, San Francisco, CA April 30-May 2, 2009

After an enormously successful showing in Boston, Ceramic Tiles of Italy anticipates another exciting AIA exposition in the Bay Area. In addition to an institutional booth, which always garners praise for its exceptional design, Ceramic Tiles of Italy will present an educational seminar as part of the general conference program. Entitled "Ceramic Ventilated Façades On the Rise," the session will examine the design/cost impact of innovative and energy-efficient exterior porcelain facades – a subject that should be of interest to a predominantly West Coast audience.

INTERNATIONAL CONTEMPORARY FURNITURE FAIR (ICFF) Jacob K. Javits Convention Center, New York, NY May 16-19, 2009

Ceramic Tiles of Italy is gearing up for this global showcase of contemporary design. All the pieces are coming together for a large-scale initiative, which will have the whole city talking about Italian tile.

CONTENT: Christine Abbate, Danielle De Vita, Natalie Cothren - Novita Communications (novitapr.com) DESIGN: maiarelli studio (maiarellistudio.com)

Reader Service Card

Please send me information on the following:

- Tile manufacturers/products in this issue _____
- Sources for Italian ceramic tile in my area _____
- Other _____

In future issues of TileNews, I would like to see more about:

- Tile Products: Interior Exterior Commercial Residential
- News: Products U.S. Distributors Technical Info Design Ideas
- Other _____

Reason for inquiry: Current Project Future Project

- Your Profession: Interior Designer Architect Contractor Importer Distributor
- Retailer Other _____

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E-mail: tileinfo@italtrade.com Fax: 212.758.1050 Website: www.italiantiles.com

From the Commissioner's Desk

As 2008 comes to a close, I'd like to take this time to reflect on our success and look forward to the future. This year marked many firsts for Ceramic Tiles of Italy including our institutional participation in several premier international tradeshow such as ICFF in New York, 100% Design in London and Maison & Objet in Paris. In addition, we launched new exhibits at the AIA Convention and NeoCon and brought our industry-leading products to the luxury-driven market in Moscow for iSaloni Worldwide. Our Italian manufacturers, despite the current economic situation, continue to move full steam ahead and are filling the marketplace with new collections from these shows as well as our two main fairs: Coverings and Cersaie. So when you are visiting your local distributor, look for the made-in-Italy stamp, as it stands as a symbol of quality and superior design.

Just like 2008, the new year brings with it many exciting events and initiatives including the launch of our new ad campaign, which focuses on the sustainable attributes of Italian tile. Additionally, our Ceramic Tiles of Italy Design Competition will be in full-gear as the deadline for submission is February 6, 2009. I encourage all North American architects and designers to review the application form on page 7 of *TileNews* and visit our website, www.tilecompetition.com, for complete competition details. And finally, the spring will be here before we know it. We've got big plans in the works for Coverings and ICFF. Stay tuned to our portal, www.italiantiles.com for more announcements and to stay up-to-date with our industry.

ANIELLO MUSELLA

Trade Commissioner, Executive Director for the USA

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