



Ceramic Tiles of Italy

**CERAMIC TILES OF ITALY  
PRESENTS BRAND NEW EXHIBIT  
& EDUCATIONAL SEMINAR AT AIA 2008**

(Spring 2008) Confindustria Ceramica and the Italian Trade Commission are embarking on an adventurous and exciting spring 2008. Less than one month after Coverings, the association will launch a new informational booth (#12099) at the AIA Convention in Boston, Massachusetts. The Italian tile exhibit is always a favorite among show-goers and this year's booth promises to live up to all expectations. Ceramic Tiles of Italy is also taking part in the AIA Continuing Education program and is calling upon one of the AIA's own to share his experiences with Italian ceramic tile in educational installations.

For the 2008 show, Ceramic Tiles of Italy commissioned Italian architects Dante Donegani & Giovanni Lauda of D&L Design. Their inventive concept calls for an open space with six well-lit tables along the perimeter and an information point in the rear. Each of the small vignettes will showcase an array of new tiles from the member manufacturers. The design of the booth allows guests to easily navigate the area and experience the carefully curated selection of products. Company catalogs and educational materials will be available for guests to take along with them for reference.

In addition to Ceramic Tiles of Italy's well-designed institutional booth, the Italians are bringing their sustainable message to the AIA community at large by sponsoring a seminar on the general conference program. This is a new initiative for the association as, in previous years, the seminars were held within their booth. The session is entitled, *A Fresh Approach to Educational Planning & Design: Design/Cost Impact of Innovative Exterior/Interior Porcelain Applications on Educational Facilities* and will be presented by award-winning contemporary architect Richard Fleischman, FAIA. He will discuss the materials and methods used to create two state-of-the-art educational centers using energy-saving, large-scale porcelain cladding. The CEU-accredited session is scheduled to take place on the final day of the AIA show from 7:00-8:00 am.

For more information on Ceramic Tiles of Italy visit our gateway [www.italiantiles.com](http://www.italiantiles.com) - with links to four key industry sites: [www.italiantiles.com](http://www.italiantiles.com) (the official website of Ceramic Tiles of Italy), [www.italytile.com](http://www.italytile.com) (the official website for the Ceramic Tile Department of the Italian Trade Commission), [www.s-tiles.it](http://www.s-tiles.it) (a new tool that tracks the Italian tile industry's commitment to sustainable design) and [www.tilecompetition.com](http://www.tilecompetition.com) (a digital guide to the Ceramic Tiles of Italy Design Competition).

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