



Ceramic Tiles of Italy

**CERAMIC TILES OF ITALY AT NEOCON 08 - MEETING THE NEEDS OF THE
COMMERCIAL/HOSPITALITY MARKETS
With Innovative New Products and Information Seminars**

(Spring 2008) NeoCon 2008, which will take place from June 9-11 at the Chicago Merchandise Mart, will mark the final stop on the spring tradeshow circuit for Ceramic Tiles of Italy. Drawing on last year's success, Ceramic Tiles of Italy – the promotional trademark of Confindustria Ceramica, the Italian Association of Ceramics - and the Italian Trade Commission will once again present a design-forward informational booth (#7-8086) at the ASCTEX pavilion and sponsor two seminars as part of the general conference program.

Designed by Italian architects, Dante Donegani and Giovanni Lauda of D&L Design, the space will showcase the vast array of tiles made in Italy. From high-tech oversized formats to lush graphic patterns to handmade ceramics that are saturated with color, the assortment of new products will serve as inspiration for designers and architects in the commercial and contract market. The institutional booth will also be a source for information on Italian ceramic tiles. Trade professionals and media alike can pick up manufacturer catalogs as well as industry-specific publications including *Cer International*, *TileNews*, and *Talking About Tiles*. These books cover a broad spectrum of subjects ranging from trends to proper installation techniques.

In addition to their fabulous booth, Ceramic Tiles of Italy will offer two inspiring and educational symposiums. On June 9, the opening day of the show, speakers Michael P. Johnson, Michael P. Johnson Design Studios and Paul Shahriari, Green Mind Inc will address the NeoCon audience on the topic of ceramic ventilated wall facades. They will cover the aesthetic, sustainable and construction issues including case studies and green implications and credits. Innovative, low maintenance raised flooring systems will also be addressed. The seminar is entitled *Ceramic Ventilated Facades On the Rise: An Innovative and Sustainable Design Solution*. It will be held from 4:00-5:00pm and is part of the Facilities Construction & Renovation [FC/R] conference track.

Later in the week, Edie Cohen, Deputy Editor of *Interior Design Magazine* will moderate a panel of distinguished hospitality designers including Tracy Stultz, senior designer Gensler and Kathleen, senior associate Dauber of Hirsch Bedner Associates (HBA) in a session called: *Hospitality is Hot for Tile*. The lecture will offer expert insight on the latest tile introductions from Italy and show how these tiles are being used in projects around the world. The session is scheduled for June 11 at 1:00PM and is part of the program's hospitality track [HOSP].

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

#

Media Contacts: Novità Communications 718.857.4806 chris@novitapr.com or danielle@novitapr.com