



## **Ceramic Tiles Of Italy at ICFF 2009 Schedule of Events**

### **UPTOWN**

**CTI @ The Jacob Javits Convention Center  
Italian Pavilion Booth 1420-1531**

*Saturday, May 16, 2009*

#### **Gelato and Drinks with Michele De Lucchi**

4:00pm

To celebrate their presence at the show, Ceramic Tiles of Italy will host a special gathering in their booth. Industry icon and exhibit designer Michele De Lucchi will be on hand to talk about his work. In true Italian style, mid-afternoon Spritz and Gelato will be served.

*Sunday, May 17, 2009*

#### **Press Preview**

12:30-2:00pm

A private opportunity for the design media to meet Michele De Lucchi, visit the Ceramic Tiles of Italy Pavilion and view new products from the 13 exhibiting Italian tile manufacturers.

#### **An Interview with Michele De Lucchi**

2:00-3:00pm

Paola Antonelli of MoMA will have an engaging discussion with architect and designer Michele De Lucchi at the ICFF Theatre. A reception will follow from 3:00-4:00pm on the show floor in the Ceramic Tiles of Italy Pavilion.

*Monday, May 18, 2009*

#### **Book Signing - "The Art of Tile"**

12:30-2:00pm

Ceramic Tiles of Italy will host a private lunch for Italian tile dealers and trade press in their booth. In addition, respected and popular design journalist Jen Renzi will sign copies of what is arguably one of the best and useful books about tile-both "time-honored and new."

2:00-3:00pm

"The Art of Tile" Book Signing open to all ICFF attendees.

### **DOWNTOWN**

**CTI @ Meatpacking District**

*Saturday, May 16-Tuesday, May 19, 2009  
414 West 14<sup>th</sup> St*

## **Design Competition Winners Showcase**

12:00-6:00pm

In concurrence with the Meatpacking District's overall architecture theme for the 2009 New York Design Week, Ceramic Tiles of Italy will host a special satellite exhibit at 414 West 14<sup>th</sup> St. The previously raw space will house the Ceramic Tiles of Italy Design Competition exhibit as well as displays from other architecturally-oriented partners including Design Boom, iCrave and more. Designed by Phu Hoang Office, the impressive display will pay tribute to North American architects and designers who feature Italian ceramic tiles in their institutional, residential or commercial/hospitality spaces. It will feature a mixture of winners from the 2009 Ceramic Tiles of Italy Design Competition including the Frank Lloyd Wright School of Architecture, Cooper Carry, and Baldinger Architectural Studio as well as an inspiring selection of projects from previous award recipients such as Bernard Tschumi and Rene Gonzalez. In addition, Ceramic Tiles of Italy will bring its six tile-clad chairs, designed by Setsu & Shinobu Ito, Michela e Paolo Baldessari, Diego Grandi, Massimo Iosa Ghini, Michael P. Johnson and Paolo Ulian, to the space.

*Sunday, May 17, 2009*

*414 West 14<sup>th</sup> St*

## **Meatpacking Party with Surface Magazine**

6:00-9:00pm

The Ceramic Tiles of Italy Design Competition exhibit will be open late as Surface Magazine and the Meatpacking District Initiative host a party in the space.

## **AROUNDTOWN**

### **CTI @ Manhattan Tile Dealers**

*Saturday, May 16-Tuesday, May 19, 2009*

Participating Manhattan dealers and retailers will be offering special discounts and promotions during the show dates on Italian ceramic tile. A list of participating dealers will be available at [www.italytile.com](http://www.italytile.com).

For more information on Ceramic Tiles of Italy visit the gateway [www.italiantiles.com](http://www.italiantiles.com) - with links to four key industry sites: [www.italiatiles.com](http://www.italiatiles.com) (the official website of Confindustria Ceramica), [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 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).

###

Media Contacts: Novità Communications 718.857.4806 [chris@novitapr.com](mailto:chris@novitapr.com) or [danielle@novitapr.com](mailto:danielle@novitapr.com)