



CERAMIC TILES OF ITALY CELEBRATES NEW YORK DESIGN WEEK Presents Design Competition Exhibit at 414 Gallery in Meatpacking District

(May 14, 2009) Italian tile lends itself to a variety of installations – from residential settings to large commercial installations. It is a building material admired worldwide for its range of formats, signature Italian designs and myriad of color options, not to mention its durability and inherent sustainable qualities. For the past 17 years, the Italian Trade Commission and Confindustria Ceramica – the Association of Italian Manufacturers - have hosted the Ceramic Tiles of Italy Design Competition to recognize North American architects and designers who use Italian tile in their projects. This May, in concurrence with the Meatpacking District's overall architecture theme for the 2009 New York Design Week, they will present a retrospective of select winning projects from the competition's rich history. This special satellite exhibit will be open from May 14-17 at The 414 Gallery (414 West 14th St.) the Meatpacking District's central hub.

According to Aniello Musella, US Trade Commissioner, Italian Trade Commission, "This is an important opportunity for the leading Italian ceramic tile manufacturers to meet with the vibrant international & national A&D community in NYC - a city known for design and architecture. In addition to our presence at ICFF with a multi-brand pavilion, this special exhibit in the Meatpacking will celebrate some of the best projects created by American architects and designers working with Italian ceramics. We appreciate the opportunity to share these projects with a savvy NY audience in the Meatpacking District and hope that they will inspire future installations across America."

Annie Washburn, Executive Director of the Meatpacking Initiative agrees, "We were so pleased to have the Italian ceramic tile industry participate in our events this year. The exhibit fits in beautifully with our architectural theme and adds to the international flavor of the district."

Designed by the New-York based graphic designer Maiarelli Studio - building on elements created by architectural studio Phu Hoang Office - the impressive showcase 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, Michael P. Johnson, Swanke Hayden Connell and Rene Gonzalez. Five custom-designed display units will be set-up in the space so that guests can walk around each structure and view the large-size photos of each 2009 winning installation. To add to the experience, oversized vertical banners - highlighting former residential, commercial and institutional winning installations - will hang from the ceiling and offer a historical look at the competition.

In addition to the Ceramic Tiles of Italy Design Competition exhibit, the previously raw space will house displays from other architecturally-oriented partners including Design Boom, iCrave and more. It will also be the location for a Sunday evening's Design 09 Closing Party. Since the 414 Gallery is the centerpiece for the District, it is sure to see a lot of traffic throughout the four days. With that in mind, Ceramic Tiles of Italy will set up its popular sit_down_please exhibition. The six tile-clad chairs, designed by Setsu & Shinobu Ito, Michela e Paolo Baldessari, Diego Grandi, Massimo Iosa Ghini, Michael P. Johnson and Paolo Ulian, will be scattered around the space. They will serve as a showcase of innovative tile applications and give visitors a chance to sit and take a break from all the Design Week activities.

For additional information and a complete schedule of Ceramic Tiles of Italy's events during ICFF, visit the gateway www.italiantiles.com with links to our four key industry sites: www.italiatile.com (the official website of Confindustria Ceramica), www.italytile.com (the official website for the Ceramic Tile Department of the Italian Trade Commission), www.s-tiles.it (a 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).

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