



Ceramic Tiles of Italy

Ceramic Tiles of Italy Stands for Sustainability and Hospitality
A Treat for the Senses at Coverings 2010

(Spring 2010) Ceramic Tiles of Italy and its member manufacturers are ready to treat Coverings attendees to a true Italian experience. Visitors can always count on high design and hospitality. Sustainable offers, which were found in almost every Italian booth at last year's show, will play an even larger role in the 2010 edition.

Now in its second year, the Ceramic Tiles of Italy central exhibit (booth #4623) designed by minimalist architect Michael P. Johnson will be clad in tile from countertop to bottom to show the versatile, durable and hygienic properties of this building product. Manufacturers featured in the 2010 space include: Refin Ceramiche, Lea Ceramiche, Verde, Marazzi, Casalgrande Padana, Etruria Design, Provenza, Laminam and Caesar. Selected for their color, clean lines, modular forms and innovative sizes, many of the tiles have also been produced using a percentage of pre or post-consumer recycled content. The exhibit will feature a ventilated wall façade clad in large format Italian porcelains, which will be used to demonstrate the ease of installation and technical benefits of this energy-saving system. On the subject of sustainability, Ceramic Tiles of Italy's Green Card, a popular educational tool, will be updated to reflect the new additions to LEED certification and ANSI. Dealers can come to the booth (#4623) to request to have copies sent to their showrooms. Visitors can also pick up a copy of the newest edition of S tiles: Italian Tiles Towards Sustainability. When it comes to hospitality, Ceramic Tile of Italy pulls out the stops. Show attendees will enjoy typical treats including traditional pasta dishes, wines, cappuccinos and espressos each and every day at the booth. During the last hour of the show on Tuesday-Thursday, Ceramic Tiles of Italy will also participate in the show's cocktail hour, a fun addition to this year's fair.

The central booth is meant to be an example of what visitors will see throughout the Italian Pavilion. The surrounding exhibits will be filled with the same sustainable and hospitable offerings. Just step into any Italian booth and expect to find a vast selection of design-forward, innovative and eco-friendly new collections. Especially be on the lookout for avant-garde collections made from recycled cathode tubes and ultra-thin, oversized porcelains. And don't forget about the Italian treats, espressos and wines. Cafes are a customary part of their booth design.

In terms of events, the Ceramic Tiles of Italy Press Conference will take place on Wednesday, April 28 at 4:00PM. Winners of the 2010 Design Competition, which was done digitally this year, will be announced at this time. After the conference, Ceramic Tiles of Italy will host its annual cocktail party, set up this year as an *Aperitivo Italiano*, from 5:30-7:00PM, where regional aperitifs and appetizers will be served. The coveted North American Distributor Award winner will be announced at this time as well. This distinction celebrates the close connection between Italian tile manufacturers and their valued American partners. The Italian tile industry will also be one of five sponsors taking part in the Installation Design Showcase, an initiative organized by Coverings and the National Tile Contractors Association. Assigned Universal Bath design, Ceramic Tiles of Italy manufacturers will work with Florida-based designer Alena Capra, Alena

Capra Designs to create a stunning 10x20ft vignette that reflects her signature style and shows off the beauty of the Italian ceramic tile. It will be built on show-site by NTCA installers and celebrated on Thursday afternoon at an event on the show floor.

For more information on Ceramic Tiles of Italy visit our gateway www.italiantiles.com - with links to four key industry sites: www.italiatiles.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). Ceramic Tiles of Italy's "Project and Products" can now be found online at two new web galleries: <http://projects.italiatiles.com> and <http://products.italiatiles.com>.

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