



Ceramic Tiles of Italy

CERAMIC TILES OF ITALY COVERS NYC

Design-Driven Tiles On Display at ICFF and Dealers Around the City

(Spring 2010) Just two weeks after Coverings, Ceramic Tiles of Italy will be back in action. This time, New York City will be the backdrop. Confindustria Ceramica, the Association of Italian manufacturers, and the New York-based Ceramic Tile Department of the Italian Trade Commission have set up a number of opportunities for trade professionals and design-savvy consumers to see what's available in the marketplace. To start, products from thirteen different companies, including many Italian producers who are there for the first-time, will be on display in the Ceramic Tiles of Italy booth at the International Contemporary Furniture Fair (May 15-18). Beyond the show, which is held at the Jacob K. Javits Convention Center, Ceramic Tiles of Italy will be actively promoting its local high-end retailers, dealers and distributors.

The International Contemporary Furniture Fair annually attracts more than 25,000 design aficionados from all over the world. The show is considered the premier platform for modern design and cutting edge products for the home and contract markets. That is why, for the third straight year, Ceramic Tiles of Italy will participate in this global event. Similar to exhibits at AIA and Dwell on Design, the 2010 booth will be designed by Italian architects Dante Donegani & Giovanni Lauda of D&L Design. It will showcase a range of fresh and innovative tile collections, everything from high-tech to hand-made, from thirteen of Italy's leading producers. Flanked by information desks full of institutional materials, the Ceramic Tiles of Italy exhibit will feature vignettes from Appiani, Bardelli, Casalgrande Padana, Sant'Agostino, Impronta Ceramiche, Rondine, Tagina, Etruria Design, Mapei, FAP, Settecento, Refin and Imola. In addition, Florim, the parent brand of Rex Ceramiche Artistiche, Floor Gres, Casa Dolce Casa, Casamood and Cerim, will be on show-site with a nearby exhibit space.

In addition, Ceramic Tiles of Italy will once again organize a citywide dealer campaign. "We wanted to take advantage of the energy around ICFF and show New Yorkers that they can find Italian tile all over the city," says Vittorio Borelli, president of the commission for promotional activities and tradeshow of Confindustria Ceramica. "We were thrilled with the positive response from the 2009 campaign, from consumers and participants alike, and are looking forward to this year's event," adds Aniello Musella, trade commissioner for North America, Italian Trade Commission. Like last year, eye-catching flags bearing the Ceramic Tiles of Italy signature logo will be placed outside the entrances of participating Manhattan-based distributors of Italian tile. For an up-to-date list of dealers, visit www.italytile.com.

For more information on Ceramic Tiles of Italy visit the gateway www.italiantiles.com - with links to our four key industry sites: www.italiatiles.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). 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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