



Ceramic Tiles of Italy

CERAMIC TILES OF ITALY RETURNS TO FLORIDA FOR AIA 2010
Showcases Range of Innovation and Design-Forward New Tile Collections

(Spring 2010) Thanks to Florida's warm and sunny climate, tile is the go-to surface solution in this region of the country. From inside to out, it is specified everywhere from private residences to hotels rooms, lobbies and pools. Therefore, Ceramic Tiles of Italy is pleased to have not one, but two opportunities this season to reach this integral part of the market. After a week-long stop in Orlando for Coverings, Ceramic Tiles of Italy will travel south to the beaches of Miami for the AIA National Convention and Expo.

The theme for the 2010 show is "Design as Exploration." As seasoned exhibitors, the Ceramic Tiles of Italy's booth has been coordinated to meet this overarching message. Designed by Italian architects Dante Donegani & Giovanni Lauda of D&L, it will showcase a range of new tile collections from Italy's leading producers. As new oversized slabs and new thin formats continue to emerge, the industry is re-inventing the way tiles are produced, shipped and installed. From commercial retrofits to new facilities clad in large format porcelain tiles, these products carry with them the time-honored history of tile and the future of architectural innovation. They are just one example of the diverse array of design-driven and sustainably-focused introductions that will be on display in the 2010 booth. More than 50 different pieces will be laid out on six well-lit tables so that guests can actually touch the products and move them around to compare the pieces with others on display. The booth also includes an information point where show-goers can pick up company catalogs and promotional/educational materials.

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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