



Ceramics of Italy

CERAMICS OF ITALY RETURNS TO IDS 2012

*Showcasing New Designs and Sustainability Developments with
Multi-Brand Exhibit and Trend Seminar*

(December 2011) Ceramics of Italy heads back to Toronto for the **2012 IDS Interior Design Show** held from **January 26-29, 2012** in the Metro Toronto Convention Center. Sponsored by Confindustria Ceramica, the Association of Italian Ceramics, the Ceramics of Italy institutional booth will feature mini-exhibits from some of Italy's leading manufacturers: **Appiani, Atlas Concorde, FAP, Giovanni De Maio** and **Vogue**. The multi-brand booth (**#1534**) will showcase 1160sq feet of the newest ceramic tile and design trends presented to the Canadian market for the first time. Ceramics of Italy is also proud to host a free seminar on ceramic tile trends with *Style at Home* Editor-in-Chief, Erin McLaughlin on **Saturday, January 28, 2012**.

President of Confindustria Ceramica, Franco Manfredini says, *"The Canadian sector has proved to be an integral market for Italian ceramic manufacturers. Our increasing exports to that market are thanks to a dynamic Canadian architectural and design community."*

Vittorio Borelli, Vice President of Promotional Activities at Confindustria Ceramica, adds, *"We are excited to be exhibiting for the second year in a row at IDS. The show's focus on sustainability and innovative technologies is in line with our manufacturer's criteria when creating new collections."*

On Saturday, January 28 at 3pm, **Erin McLaughlin**, Editor-in-Chief of *Style at Home* magazine, will present: **"Dolce Ceramica: Tile Trends and Design Tips from Italy."** Fresh from her trip to Bologna for Cersaie (the world's largest exhibition of ceramic tile and bathroom furnishings), she will give a first-hand account of the latest design trends and technical innovations from Italy. She will highlight inspiring projects, provide design tips and share hands-on samples with the audience of both design trade and consumers. She will also update attendees on the latest sustainability innovations, certifications and eligibility for LEED credits.

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Ceramics of Italy is the trademark for Italian manufacturers of ceramic tiles, sanitaryware and tableware, that are members of Confindustria Ceramica. For more information on the ceramic tile sector, visit the gateway www.italiantiles.com with links to our three key industry sites: www.laceramicaitaliana.it (the official website of Confindustria Ceramica), www.italytile.com (the official website for the Ceramic Tile Department of the Italian Trade Commission) and www.tilecompetition.com (a digital guide to the Ceramics of Italy Design Competition). For instant updates on Ceramics of Italy, visit www.facebook.com/CeramicTilesOfItaly or <http://twitter.com/tilesofitaly>.

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