



**CERAMICS OF ITALY TURNS UP THE HEAT IN ORLANDO**  
***Unveiling “Piazza Ceramica” at Coverings 2012***

**(New York, NY – February 2011)** This year Coverings will return to the Orange County Convention Center in Orlando, Florida from **April 17-20, 2012** and, not surprisingly, the Italian pavilion will be the center of attention. Organized by Confindustria Ceramica (the Italian Association of Ceramics) with support from the Italian Ministry of Economic Development, the Ceramics of Italy pavilion will feature an exciting new booth design as proposed by e+i studio. Based on the idea of an Italian piazza, it will feature tile-clad steps that lift the corners of the pavilion to reveal the ever-popular café, coffee bar and information booth. Surrounding the central stand will be nearly 50 exhibits from Ceramics of Italy member manufacturers showcasing their stylish and sustainable new tile collections.

After running the **Ceramics of Italy Exhibit Design Challenge** – a competition to design the next Italian pavilion at Coverings 2012 – Ceramics of Italy is excited to debut **“Piazza Ceramica”** in its central stand (**booth #4623**). Designed by **e+i studio**, a dynamic architecture and design firm based in NYC, the 3,000 square foot pavilion will be transformed into a colorful topography-inspired piazza with a large open gathering space and tile-clad steps reminiscent of a piazza church. From the floors and walls to the steps and countertops, nearly every surface in the pavilion will be wrapped in Italian tile – from ceramic mosaics to large and thin-format porcelains. It will also be built on an elevated flooring system, showcasing a solution for uneven floors and hiding unsightly mechanical and electrical services.

The new Italian Pavilion will continue to serve as a central hub of activity and hospitality at the show. Located in the middle of nearly 50 exhibits from Italy’s leading tile manufacturers, the pavilion will create a valley that channels the flow of circulation through the exhibition spaces. It will also provide a large open space for attendees to gather on the show floor, take in an espresso and pick up information on the latest developments in the Italian tile industry. The café will also serve authentic Italian food prepared by the pavilion’s long-running Italian culinary team: Carlo Donadoni and Graziano Sbroggio from Spuntino in Miami.

In terms of events, the **Ceramics of Italy Press Conference** will take place on **Wednesday, April 18 at 4:00PM** where representatives from the association will introduce the winners of the **2012 Ceramics of Italy Tile Competition**. Ceramics of Italy will also sponsor the third edition of the **Installation Design Showcase** where Atlanta-based architect **Foreman Rogers**, of the global design firm **tvdesign**, will use new collections from several Italian tile companies to create a beautiful hotel bedroom vignette.

In the weeks leading up to Coverings, Ceramics Italy will offer a digital sneak peek of what to expect from the Italians. On its Facebook ([www.facebook.com/CeramicTilesOfItaly](http://www.facebook.com/CeramicTilesOfItaly)) and Twitter pages (<http://twitter.com/tilesofitaly>), attendees will learn about all of the new Italian tile collections launching at the show as well as updates on Ceramics of Italy sponsored events and hospitality.

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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](http://www.italiantiles.com) with links to our three key industry sites: [www.laceramicaitaliana.it](http://www.laceramicaitaliana.it) (the official website of Confindustria Ceramica), [www.italytile.com](http://www.italytile.com) (the official website for the Ceramic Tile Department of the Italian Trade Commission) and [www.tilecompetition.com](http://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](https://www.facebook.com/CeramicTilesOfItaly) or <http://twitter.com/tilesofitaly>.

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