

Tile News

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ITALIA
Italian Trade Commission

Ceramic Tiles of Italy

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Coverings
Post Show
Wrap-Up



What Happens in Vegas Doesn't Always Stay in Vegas

IN MID-MARCH, Ceramic Tiles of Italy welcomed thousands of enthusiastic international design professionals to the Italian Pavilion at Coverings in Las Vegas. The Pavilion housed nearly 50 exhibits from Ceramic Tiles of Italy member manufacturers. At the center of it all was the Ceramic Tiles of Italy stand. Like a real piazza, it became a popular gathering place for attendees. Designed by minimalist architect Michael P. Johnson, it featured collections from top manufacturers including: Atlas Concorde, Bardelli, Caesar Ceramiche, Coem, Cotto D'Este, Del Conca, Etruria design, Floor Gres, Marazzi, Provenza and Ricchetti. The state-of-the-art exhibit was built on an elevated flooring system and featured two ventilated wall facades clad in porcelain. In the booth's café, the longtime culinary team of Carlo Donadoni and Graziano Sbroglio, of Spuntino, Miami, served up numerous authentic delicacies from four Italian tile-producing regions – Toscana, Campania, Emilia Romagna and Veneto.

Inside & Out: Architect Hagy Belzberg on Designing the Kona Residence



Indoor/outdoor applications are a major trend in the tile industry today. The Kona Residence, located in Kona, Hawaii demonstrates how tile can create a seamless transition between interior and exterior spaces. Designed by Belzberg Architects of Santa Monica, CA, the home sits between lava flows overlooking the best views of the site. Built in a series of pods, the layout features two sleeping rooms with common areas, a media room, master suite and a main living area. Floor Gres runs

throughout the interior floors, giving a fluid look throughout the main living areas and onto the much used outdoor space. TileNews talked to Hagy Belzberg, principal, to get the dirt on this stunning residence.

How often do you work with tile or more specifically, Italian tile? Every one of our projects has some tile, at minimum. From commercial to residential, tile application for certain functions is essential. The Kona residence allowed us to use a very large percentage of Italian porcelain tile. It has performed extremely well considering the harsh environment. Given its performance, we will be incorporating far more into our projects.

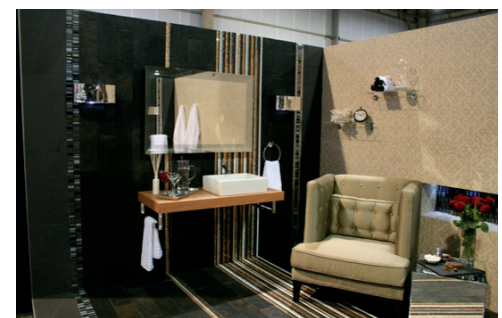
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Ceramic Tiles of Italy, Ali Azhar and Artcraft Team Up for Installation Design Showcase

From start to finish, the second edition of The Installation Design Showcase at Coverings drew quite a crowd. The initiative, organized by the show and the National Tile Contractors Association (NTCA) paired manufacturers, designers and contractors together to create an installation in real-time. Ceramic Tiles of Italy, NTCA's talented team from

Artcraft and Chicago-based designer and HGTV star, Ali Azhar stole the show. The design inspiration was really a look of spa meets lounge.

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Trends

Inside & Out

Designers know how to create the illusion of space - such as cladding a floor inside and out with the same material to produce a more spacious feel. Fittingly, many tiles are now available in a wide range of finishes for seamless design between indoor and outdoor environments.

- 1 Marazzi, Evolution Stone, www.marazzi.it
- 2 Monocibec, Ontario, www.monocibec.it
- 3 Sadon, Woodland, www.sadon.it



Urban Graffiti

Throughout modern history, counter-culture has been a source of inspiration for designers, writers, artists and musicians. Now Italian tile companies are turning to the streets with a new crop of graffiti and concrete-inspired collections.

- 1 Mirage, Lab_21, www.mirage.it
- 2 Refin, Graffiti, www.refin-ceramic-tiles.com
- 3 DesignTaleStudio, Beside, www.designtalestudio.com

Project Green: CTI Takes the Gold for Going Green

The Italian tile industry was well represented in Coverings PROJECT: Green competition, taking home two top honors for the Florida High Performance Green House and the ReVISION House Orlando. The show initiative highlights sustainable projects featuring tile and stone. Designed by Green Building Consultant Paul Shahriari, the "Florida High Performance Green House" project in Cape Coral, Florida features a range of eco-friendly tiles from Coem, Fioranese and Trend. Thanks to their green attributes and high performance characteristics, Shahriari chose porcelain tiles from Coem's Quartz range for exterior use and Fioranese's Nu_Travertine series for the interior. Coem's "Pietre Naturali" collection brings texture and a natural color variation to the lanai and outdoor living area. Inside, 18"x18" tiles from Fioranese's "nu_travertine" were selected for their modern lines and the gentle linear pattern they create throughout the main floor of the home. The project also includes an innovative line of mosaic tiles from Trend and their Trend Q surface material in the kitchen and laundry room. The Residential Remodel Best in Show was given to the ReVISION House Orlando '11. The private residence showcased green building materials in a complete retrofit renovation of a 1950's one-story ranch home led by Interior Designer Patricia Gaylor. The project, which will optimize home performance as well as water usage, indoor environment quality, sustainable materials and disaster resistance serves as a great example of sustainable living. It features ceramic tile from Italy's leading manufacturers including Casa Dolce Casa, Emilceramica, Floorgres, Cooperativa Ceramica Imola, Marazzi, Ragno, Refin and Trend, as well as grouting and adhesives from Mapei. As this project is an excellent case study for the Italian tile industry, Ceramic Tiles of Italy will provide a white paper energy analysis in the coming months.

CELEBRATING DESIGN

Ceramic Tiles Of Italy Announces 2011 Design Competition Winners

The Ceramic Tiles of Italy Design Competition celebrates the work of North American architects and designers who choose Italian tile for their projects. Now in its 18th year, the annual contest continues to yield great results. Representing a veritable "who's who" of design aristocracy, this year's winners had to overcome steep competition in each of the three categories: Residential, Commercial/Hospitality and Institutional. The international jury had an impossibly difficult task, but managed to select a winner and an honorable mention in each division, based on the project's functionality, visual appeal, original use of tile and overall design. The prize-winning installations demonstrate how the A&D community is 'thinking big' by using larger, slimmer formats and choosing tiles with recycled content and environmental certifications. Surrounded by their industry peers at Coverings 2011 in Las Vegas, the recipients were presented at an International Press Conference on March 15. The winning architects received \$4,000 and a five-day trip to Bologna, Italy to attend Cersaie 2011, with an addition \$1,000 awarded to their winning contractor/distributor team.



Commercial Winner
RMW Architecture & Interiors
Project: Brocade Communications
Tiles: Caesar Ceramica
Contractor: DeAnza Tile and Reputable Tile
Distributor: SpecCeramics, Inc.

Commercial Hon. Mention
GHA Design
Project: Fairview Mall
Tiles: Floor Gres
Contractor: Maple Group, Toronto
Distributor: OSI Hard Surface
Installation Materials: Mapei

Residential Winner
Belzberg Architects
Project: Kona Residence
Tiles: Floor Gres
Contractor: DEM Construction
Distributor: Stone Source

Residential Hon. Mention
Hufft Projects
Project: Curved House
Tiles: Emilamerica
Contractor: CLW Builders
Distributor: Butler Johnson
Installation Materials: Mapei

Institutional Winner
SNC Lavalin, Inc
Project: Canada Line - Rapid Transit
Tiles: Casalgrande Padana SPA
Contractor: SNC Lavalin, Inc.
Distributor: Stone Tile
Installation Materials: Mapei

Institutional Hon. Mention
Fourgeron Architecture
Project: Ingleside Branch Public Library
Tiles: Casa Dolce Casa
Contractor: Herman and Associates, Inc.
Distributor: Ergon
Installation Materials: Mapei

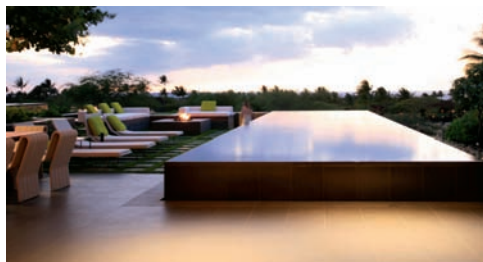
Interview Continued from page 1

How did you use the Italian tile to accomplish your vision? What attributes or features of the tile were especially well-suited for the project?

It was almost a perfect color match to basalt rock and the local lava rock. Add to that the tile's ability to withstand the extreme sun, chemicals from the local volcano and sea salt, it was an ideal solution. Because it is so elegant, we could carry it from interior to the exterior.

Tell us how the project took

SHAPE (literally). The idea behind the residence was to incorporate the material with the local landscape. An indoor – outdoor concept was essential. The porcelain tile allowed the house to perform as a platform for viewing the ocean on one side and the volcano on the other, without material impediments between. Allowing the tile to extend into the pool continues this concept and strengthens our interest in integrating the house with the exterior.



Don't Worry, Be Happy.

Happy Floors Wins Confindustria Ceramica North American Distributor Award

Among hundreds of leading tile distributors across North America, Miami's Happy Floors was chosen the 2011 recipient, in appreciation of their dedication to Italian ceramic tiles. With 95% of its porcelain tile inventory made in Italy and sales representatives based in every major U.S. metropolitan area, Happy Floors imports, distributes and markets high-quality ceramic and porcelain tile to residential and commercial customers, always affirming tile's inherent sustainable quality. Founded in 1987, the "Happy" in Happy Floors comes from the 80's song lyric, "Don't worry, be happy," which fittingly reflects Italian zest for life. They personally serve customers in all 48 contiguous states, and their core client base of retail flooring stores and specialty tile shops rely on their unwavering dedication to customer service. On March 15, during Coverings in Las Vegas, Happy Floors was presented with Confindustria Ceramica's North American Distributor Award at Ceramic Tiles of Italy's annual Serata Italiana event. The company will also receive a trip to Bologna, Italy to attend CERSAIE 2011.

INSTALLATION DESIGN SHOWCASE

(Continued from page 1)

To achieve this, Azhar selected tiles from Caesar, Ragno, Provenza, Sicis, Casamood, Settecento and Mosaico+ along with setting materials from Mapei. According to Azhar, "I have an affinity for stripes and a consistent linear look that led me to create a non-traditional design for this showcase with the floor tiles extending up the two oppos-

ing walls." The curated mix of Italian tiles was complimented by faucets, fixtures and accessories from premier European brands including Axor and Duravit as well as wall scones, floor and table lamps from Leucos.

YouTube Alert: Watch the project unfold and hear from the team that made it happen. (<http://www.youtube.com/user/CeramicTilesOfItaly>)

What's Ahead

MAY 12-14, 2011
AIA National Convention & Expo
 Booth 3041
 Ernest N. Morial Convention Center, New Orleans, Louisiana
 "Regional Design REVOLUTION: ecology matters", For the first time at AIA, participating Italian producers will have individualized displays to showcase their collections. Italian tile manufacturers: Casalgrande Padana, Ceramiche Refin, FAP

Ceramiche, Palagiousa will focus on sustainability.

MAY 14-17, 2011
International Contemporary Furniture Fair (ICFF)
 Booth 1632, Jacob K. Javits Convention Center, New York
 The 11 Italian tile companies participating in the pavilion, which include: Appiani, Atlas Concorde, Casalgrande Padana, FAP, Giovanni de Maio, Impronta Ceramiche, Imola, Mirage, Petraceres, Rondine, and

Vogue will come equipped with a modern mix of design-driven collections to match the aesthetic of the discerning attendees. In addition to the pavilion, Italian manufacturers including Lea North America and Mutina will be launching new collections at the show.

JUNE 24-26, 2011
Dwell on Design
 Los Angeles Convention Center, Los Angeles, CA

Connect with CTI - Twitter, Facebook, YouTube Follow us from show to show and stay up to date on our newest adventures/initiatives and incentives through Facebook (www.facebook.com/CeramicTilesOfItaly) and Twitter (<http://twitter.com/tilesitaly>). Be sure to check out our YouTube channel for videos from Coverings, and a segment on the top 10 sustainable attributes of tile taped at the ReVISION House Orlando.

The Italian Trade Commission is the government agency that promotes trade and business opportunities between Italy and foreign markets. For three decades, the Italian Tile Center at the Italian Trade Commission in New York has worked in close collaboration with Confindustria Ceramica (The Association of Italian Ceramics) to promote Italian ceramic Tiles to architects, designers, dealers and distributors through a wide range of activities and services. Our services range from seminars to participation in trade shows to our most popular function, an online Tile Search, which allows users to search our database of Italian tile manufacturers and locate U.S. and Canadian dealers.

For more information visit our website italytile.com or contact us at: Italian Trade Commission, Ceramic Tile Center, 33 East 67th Street, New York, NY 10065 e-mail: italian.tiles@italtrade.com. CONTENT: Novità Communications, DESIGN: Maiarelli Studio