

Tile News

Winter 2010/2011

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Looking Ahead

ITALIA
Italian Trade Commission

“Ceramic Tiles of Italy”

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CERSAIE IN REVIEW



Cersaie 2010, the 28th edition of this premiere international exhibit of ceramic tiles and bathroom fixtures, attracted over 83,000 visitors. The Bologna Fairgrounds' 176,000 meters of exhibition space was completely sold out, with over 1000 exhibitors from 34 countries and five different product categories.

In addition to fabulous trend-setting products (see highlights on pages 2-3), the conference featured compelling lectures from design superstars including: Mario Botta, Enzo Mari and Karim Rashid. David Childs, president emeritus of SOM gave the keynote on NY's Freedom Tower to a packed house.

Other highlights included the Ceramic Playground exhibit, which playfully illustrated the variety, character and unlimited potential of Italian ceramic tiles. Located next to the "playground" was a container exhibit dedicated to the Renzo Piano Building Workshop and the recently completed Central Saint Giles Project, a multi-color glazed ceramic presence amid the dreary gray West London skyline.

ARCHITECT'S CORNER

4 Architects at Cersaie



Every year, Italian manufacturers introduce new collections that expand tile's function as a state-of-the-art architectural solution. At Cersaie 2010, we saw a proliferation of slim formats and digital printing as well as tiles with antibacterial properties and photovoltaic panels. We asked our architect and designer delegates...

"What was your favorite technological innovation that you saw at Cersaie?"

James Biber (Pentagram Architects): "The idea that ceramic tile now ranges in size from the scale of a tic tac to that of a large sheet of plywood is a stunning development. I am anxious to use both!"

Doug Bothner (Ziger/Snead LLP): "Slimtech, by Lea, was an impressive product – its overall scale, thinness and light weight allows designers to consider using ceramic in more varied applications. In addition to flooring, the thin tile could be used as wall, door, and even ceiling panels, or as part of an exterior rain-screen system, for example."

Laura Bohn (Laura Bohn Design Associates): "My favorite technical innovation at Cersaie was the radiant heat mats, which came in all sizes and were incredibly thin. I have seen and heard of them before but to see them in application was inspirational. I am already using them in my next project!"

Anson Lee (Yabu Pushelberg Design): "Ceramic tile is no longer hiding inside the bathroom and utility area. Impressive breakthroughs such as large format – up to 3 meters long and 1 meter wide – and super thin 3mm tiles are changing the way people think about the material."



Italian Tiles in Hospitality

Ceramic Tiles of Italy is reaching out to the hospitality market in a whole new way. With the current national bedbug epidemic raising awareness about hygiene and maintenance in hotel settings, CTI wants to bring the European mindset about hotel guestrooms to the US. Already gaining in popularity in coastal areas and condos, Italian tile is starting to make its way into hotel bedrooms across America. Recent seminars have underscored the following reasons why Italian ceramic tiles are an excellent flooring option beyond atriums and restaurants, and for hotel suites and guest rooms.

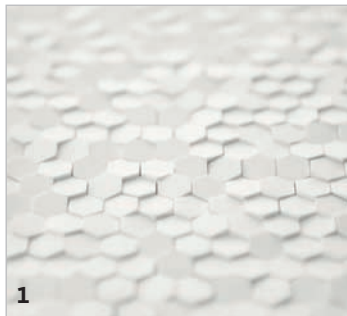
- No Off-Gassing (Not Now, Not Later)
- LCA (Ceramic Tiles Can Last 50+ Years)
- Decorative Opportunity (Patterns That Leave a Lasting Impression)
- Low Maintenance (No Sealants or Special Cleaners Necessary)
- Sustainable Option (Inert, Recyclable Material Holds Heat and Keeps Cool)
- Antimicrobial (New Tile Series have Extra Antimicrobial Features)
- Easy to Spot Repair (When Necessary)
- New Installation Materials (Heating, Sound-Proofing, Eco-Friendly)
- Hygienic (Bedbugs Can't Get Cozy)

Trends

Designer Labels

From Italian architects like Diego Grandi and Michele De Lucchi to Japanese design superstars such as Tokujin Yoshioko and Kaori Shiina, Italian manufacturers continue to partner with some of the biggest names in the design world.

- 1 Mutina, Phenomenon, Designed by Tokujin Yoshioko, www.mutina.it
- 2 Lea, Waves, Designed by Patrick Norguet, www.ceramichelea.it
- 3 Tagina, Wire, Designed by Simone Micheli, www.tagina.it



Style: Delicate to Industrial

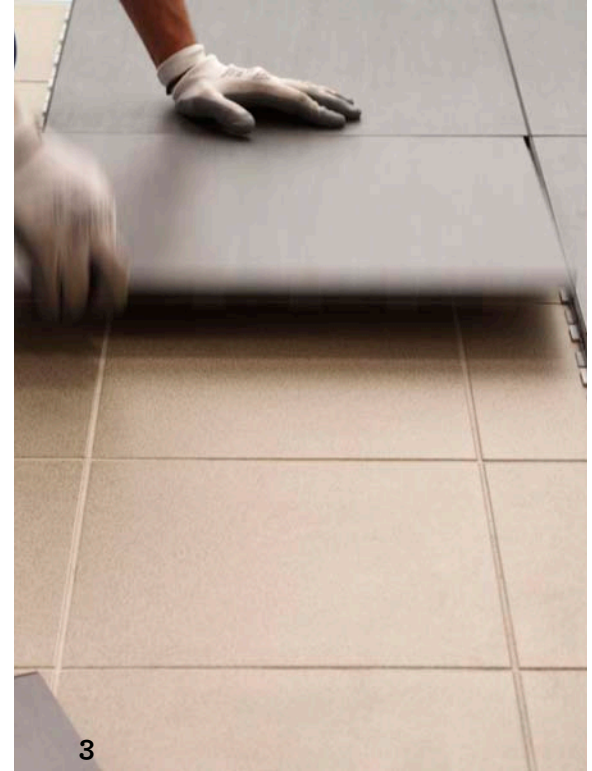
Italian companies are taking a strong poetic approach towards their new collections this season. On one hand, tiles inspired by textiles and delicate hand-made motifs such as lace and macrame are becoming very popular. At the other extreme, the chromatic shades and irregular patterns of raw cement and concrete are popping up everywhere.

- 1 Elios, La Dolce Vita, www.eliosceramica.com
- 2 Mirage, Oxy www.miragel.it
- 3 Leonardo, Word-Up www.leonardo1502.it

Multiple Shades of Green

From 100% recyclable packaging to tiles made with pre- and post-consumer recycled content, the Italian tile industry is making a commitment to the environment. Now companies are expanding into other areas of sustainability and producing tiles with antibacterial properties and photovoltaic modules.

- 1** Area, Tegolasolare
<http://www.areaindustrie.it/>
- 2** Vogue, Bamboo
www.cervogue.com
- 3** Imola, Clip Tile
www.imolaceramica.it



Mother Nature as Muse

The natural environment continues to excite artists, designers and manufacturers alike. With the aid of technology and increasing perfection of inkjet printing, Italian companies are reinventing natural materials as old as the world.

- 1** Cerim, Greenwood
www.cerim.it
- 2** Provenza, W-Age
www.ceramicheprovenza.com
- 3** Fondovalle, Nebula
www.fondovalle.it

2011 Ceramic Tiles of Italy Design Competition

The Ceramic Tiles of Italy Design Competition recognizes the work of North American architects and designers featuring Italian ceramic tiles in institutional, residential or commercial projects, completed between January 2006 and January 2011. Winners in each category will receive \$4,000 and a trip to CERSAIE 2011, with \$1,000 awarded to the three winning contractor/distributor teams.

A panel of designers will judge the projects based on aesthetics and functionality of overall design, installation quality, tile design and its innovative use, degree that tile enhances the setting and sustainability. **Deadline for submissions is January 17, 2011.** Winners will be announced at Coverings, Las Vegas, NV March 14-17, 2011.

www.tilecompetition.com



Looking Ahead

JANUARY 12-15 *IBS 11 - International Builder's Show, ReVISION House Orlando '11, Orlando, FL*

The Italian Trade Commission and Ceramic Tiles of Italy are sponsors of the ReVISION House Orlando '11 project. Green Builder Media's Vision House Series presents realistic housing options for American families and provides real, cost-effective, sustainable solutions appropriate for today's economy. This year's ReVISION house, designed by eco-guru Pat Gaylor, will explore sustainable building materials in a complete retrofit

renovation. This innovative, energy-saving case study house will be filled with Italian ceramic tile. IBS attendees will be able to take tours and learn directly from the design team ways to incorporate sustainable practices into their projects using ceramic tiles.

JANUARY 27-30 *IDS 11 - Interior Design Show Metro Toronto Convention Centre, Toronto, Canada, Booth #240.*

Ceramic Tiles of Italy hits Canada for the first time. The Italian tile industry will participate in the IDS Interior Design Show in Toronto

with a multi-exhibitor booth featuring the latest trends in Italian ceramic tiles. Also on the program is a Trend Report from design journalist Edie Cohen, Deputy Editor of Interior Design Magazine. Edie will report back from her recent trip to Cersaie in Bologna Italy.

MARCH 14-17, COVERINGS 2011 *Sands Expo & Convention Center, Las Vegas, NV Ceramic Tiles of Italy Pavilion*

This is a year of firsts including Ceramic Tiles of Italy's first venture into Las Vegas. A

new pavilion filled with Italian exhibitor booths will host attendees for Italian refreshments and the latest tiles from Italy.

MARCH 15, 2011 *NKBA Educational Forum A&D Building, NYC*

Back in NY, Ceramic Tiles of Italy will be connecting with friends from the National Kitchen and Bath Association at the second annual Education Day. On the program will be sessions on Installation Secrets for Kitchens and Baths.

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.