

Tile News

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ITALIA
Italian Trade Commission



Ceramic Tiles of Italy

CERSAIE IN REVIEW

Every year, Cersaie makes a name for itself as a platform for innovation in the tile industry. Now twenty-seven years strong, this exhibition never seems to disappoint. Despite economic fears, it was business as usual as the fair lit up la città rossa with the latest trends, products and technologies in tile.

Always at the forefront of design, this year's edition of Cersaie showcased the latest technologies in tile production as well as forward-thinking initiatives in an already green industry. As it turns out, all aspects of tile production are going green, and manufacturers are addressing the sustainable movement head-on. From producing slimmer tiles in an effort to reduce their carbon footprint to manufacturing products using a percentage of post-consumer recycled material, the tile industry is a leader in the green marketplace.

In addition to a sold-out showfloor, a few specific events made the 27th edition of Cersaie especially memorable. Over 50 speakers made the show's "Building, Dwelling, Thinking" architectural conference program the largest to date. The caliber of presenters can be summed up in two words: Renzo Piano. His keynote address drew more attendees than any other in Cersaie's impressive history. It is reported that Piano signed a multi-year partnership with show organizers, which further underscores the show's connection with world-renowned architects, designers and manufacturers.

Cersaie In Numbers:

27th

edition of the fair

83,137

visitors

23,138

foreign visitors

100%

of exhibition space sold out

1,036

exhibitors from

34

different countries

715

journalists attended

2,700

attended Renzo Piano's
keynote address

Using less material is another way to reduce a carbon footprint. Many manufacturers used the fair to launch their new slim format porcelains. Unlike previous years, the tendency moved towards tiles that are 4-5mm thick, as this size is strong enough for high-traffic floors and more sustainable to produce and ship. The compact thickness means it takes a smaller amount of energy and raw materials to produce and causes a lower level of harmful emissions to transport. In terms of installation, the slim format tiles can be laid over existing hard surfaces, therefore cutting down on construction costs and saving valuable time.

This innovative format is available in: Florim's (the parent company of Floor Gres, Cerim, Rex, Casamood, Casa Dolce Casa) "Slim/4," Cotto D'Este's "Kerlite," Atlas Concorde's "Linea," Mirage's "Atelier," FAP's "MissFap," La Fabbrica's "Cathay 4Fine," Marazzi's "Zero 4," Del Conca's "Zero 5" and Laminam's "Sketch," "Oxide," "Jungle," "Metropolis," "Blend" and "Filo."

Below: Laminam, Sketch, www.laminam.it



Green Forum

Old TVs given new life as hard surface

Recycled content and responsible production processes that reduce waste and water usage and lower energy consumption were top of mind for just about every Italian tile manufacturer at Cersaie. From raw material to water, recyclability is the name of the game. In terms of production and responsible management, Italian tile manufacturers have a geographical edge as they are organized in industrial districts and have direct control on the environmental and social impact of their manufacturing operations (air, water, waste) as well as the local trade of their products. Novabell, for example, is able to reuse 100% of the wastewater derived from the production cycle process, resulting in a more than 50% reduction in the premises' water requirements and reducing external discharge to zero. Manufacturers are also reusing the raw discards from the production process in the clay mix. New collections from Emilceramica, Ergon Engineered Stone, Caesar, Refin, Casalgrande Padana, Trend, Cedir, Fioranese, Pastorelli, Coem, Imola, Ragno, Impronta Ceramiche, Novabell, Viva, Lea Ceramiche and Marca Corona are a testament to the industry's commitment to sustainability as many contain at least 40% pre-consumer recycled content.



Above: Refin, Tracce
www.refin-ceramic-tiles.com

Of particular significance this year is the partnership between the Concorde Group (Refin, Marca Corona, Atlas Concorde, Supergres and Caesar) and Remedia, the leading Italian corporation specializing in the collection and recycling of RAEE (electronic appliance waste). An industry first, this strategic partnership has led to the creation of a ceramic product that is manufactured using 20% post-consumer recycled material derived from the glass of obsolete cathode ray tube (CRT) TV monitors.

2010
CERAMIC
TILES
OF ITALY
DESIGN
COMPETITION

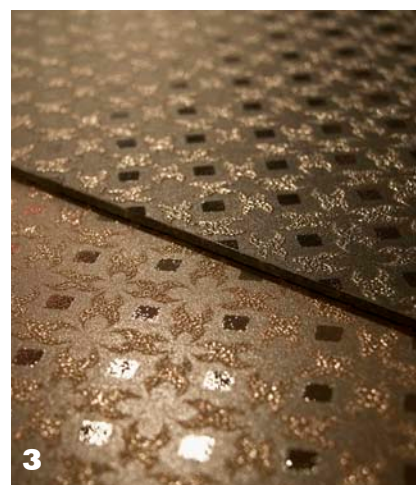
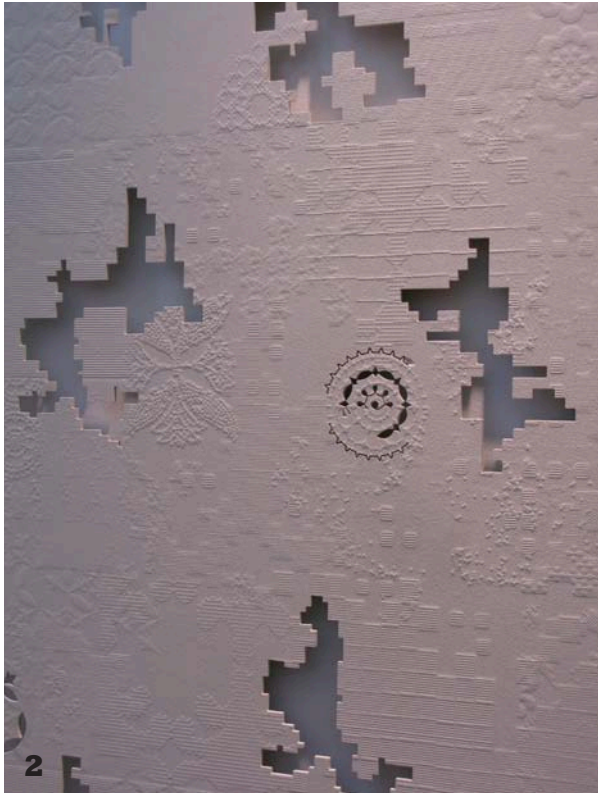
Call for Entries

- \$18,000 in prizes
- A trip to Italy
- Commercial, residential & institutional categories
- **Deadline: February 19, 2010**
- www.tilecompetition.com

Designer Collaborations

Architects, designers and artists are working with ceramic tile manufacturers to create and produce their own personal collections. These high power associations are generating buzz in the industry, where the marriage of aesthetics and technology is a bonus for all involved.

- 1** Brix, Dry by Vincent Van Dycen, www.brixweb.it
- 2** Mutina, Déchirer by Patricia Urquiola, www.mutina.it
- 3** Bardelli, Carmen by Marcel Wanders, www.bardelli.it



Wallpaper Inspirations

Ceramic tiles, which mimic the style and appearance of painted, papered or wood-paneled surfaces, are particularly noteworthy. These aesthetic qualities greatly enhance the already superior performance of porcelain, especially related to water absorption, maintenance and durability.

- 1** Coem, Pietra Vicentina, www.coem.it
- 2** Lea, Paillettes, www.ceramiclelea.it
- 3** Viva, Promenade, www.cerviva.it

Architect's Corner

An Interview with Cooper Carry's Angelo Carusi, AIA, LEED AP

Angelo Carusi is principal in the Atlanta-based architectural firm Cooper Carry. Leading the Retail Studio, he has overseen numerous commercial projects, many of which have been selected for prestigious awards. Recently, the Newport Center was honored as the commercial winner in the 2009 Ceramic Tiles of Italy Design Competition. A shopping mall and 24/7-transportation hub into and out of New York City, Carusi describes the center as his most challenging project to date. "Since the mall would experience much more traffic than a typical shopping center, porcelain tile was chosen for both its aesthetic and performance characteristics," he said.

As part of the prize, Carusi attended Cersaie 2009, where he found a number of new products for use in commercial spaces. TileNews caught up with him after the fair.

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With new projects at a standstill and hundreds of firms bidding for each one, where have you been focusing your energy?

Much of my time has been spent in three areas: exploring new markets, helping retool our group in terms of sustainable design practices, and keeping clients abreast of retail design innovations.

Please expand on your future business plans, including your interest in sustainability.

My two teenage children pay far less attention than I to the world they will



When I started designing retail spaces, Italian tiles were seen as an expensive luxury. As time has passed, our practice's preference for Italian tiles has grown to the point where we almost exclusively specify Italian tiles.

inherit from us. In my work, I try to utilize building practices that are less harmful to the environment. Practically as well as ethically, I truly believe that what works for my children will also please our clients, since teens frequent malls, restaurants and movie theaters more than most anyone else.

What major changes have you seen regarding Italian ceramic tile use?

When I started designing retail spaces, Italian tiles were seen as an expensive luxury. As time has passed, our practice's preference for Italian tiles has grown to

the point where we almost exclusively specify Italian tiles. Although shipping tile from Italy is not the most sustainable practice, production advances on the part of the manufacturers lessen the overall environmental impact. By using recycled material in the tiles, recycling plastic palettes and utilizing paper packing materials, our clients demand for the highest quality can be met responsibly.

Why do you frequently specify Italian tiles?

Italian manufacturers have led the world in porcelain tile design for the last 15-20 years. Commercial work must be aesthetically pleasing but must also withstand abuse. Italian tiles provide the durability, innovation, variety and beauty that meets these needs.

What innovations stood out at Cersaie 2009?

I was intrigued by both explorations in texture and wallpaper treatments. The rich plum, orange and magenta colors seen in Bologna's storefronts were mirrored in many of the tile collections. The overall trend was toward a fashionably conservative elegance, with an occasional funky twist added for fun. I saw a couple of versions of wood-look floor tiles with a metallic sheen, which made me chuckle.



Above: Ricchetti, Ars Ligni, www.ricchetti.it

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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.