



CERAMICS OF ITALY NORTH AMERICAN TOUR ARRIVES IN NEW YORK
Multi-Brand Pavilion to Showcase Italian Ceramics at ICFF 2015

(New York, NY – May 2015) From **May 16-19, 2015**, **Ceramics of Italy** will bring its multi-brand pavilion to **ICFF** at New York's Jacob K. Javits Center, showcasing the latest design trends in ceramic tile and bathroom furnishings. Sponsored by **Confindustria Ceramica** (the Italian Association of Ceramics) and the Italian Trade Commission (ICE's New York office), the Ceramics of Italy pavilion (**booths 1424-1432**) will feature products from **22 leading Italian brands** ranging from decorative ceramics to hi-tech porcelains.

"The Ceramics of Italy pavilion will once again affirm the Italian industry's position as a leader in setting design trends for ceramic and porcelain surfacing," states **Vittorio Borelli**, President of Confindustria Ceramica. "Italian ceramic tile and sanitaryware continues to influence design—stylistically and in terms of manufacturing processes—and participating in ICFF gives architects and designers direct access to the latest designs and cutting-edge technologies that our members produce."

Participating companies in the Ceramics of Italy pavilion include: **Ascot Ceramiche, Atlas Concorde, Ceramiche Cerdisa, Ceramiche Cisa, Ceramiche Refin, Cooperativa Ceramica d'Imola, Cotto d'Este, Edimax, Emilceramica, Fap Ceramiche, Fincibec, Fondovalle, Kale, La Fabbrica, Marca Corona, Mirage, Ornamenta, Rondine, Settecento, Simas, Tagina, and Vallelunga**, with several representing multiple brands.

Manufacturers will showcase products recently made available in the North American market that represent the breadth and beauty of Italian tiles—with designs referencing a multitude of creative disciplines: pop art, architectural blueprints, traditional clay working, and graphic design, in addition to the innovative reimaginings of natural materials.

Leading up to ICFF, Ceramics of Italy will offer a sneak peek of participating brands on its expansive social media network including Facebook (**@CeramicsOfItalyNA**), Twitter, Instagram, and Pinterest (**@CeramicsOfItaly**) and post engaging content live from the show. Ceramics of Italy will also continue its creative **#Selfeet contest** (running April 14 through May 30), calling on tile lovers and trade professionals to post playful photos of their shoes or feet while standing on Italian tiles for the chance to win a trip to Italy to attend Cersaie 2015. Participants must include **@CeramicsOfItaly** and the name of the tile company on Twitter or Instagram to be considered.

<http://www.italytile.com/>

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About Ceramics of Italy

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 www.italiantiles.com. For instant updates on Ceramics of Italy, follow them on Facebook (@CeramicsOfItalyNA) and Twitter, Pinterest and Instagram (@CeramicsOfItaly).

About ICE

The Italian Trade Promotion Agency – ICE is the Government Agency that promotes trade and business opportunities between Italy and foreign markets. With the support of the Italian Trade Commission, ICE's office in New York, it has been working 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. For more information visit www.italytile.com

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