



## **CERAMICS OF ITALY LAUNCHES NEW APP FOR GLOBAL DESIGN FAIRS**

**(April 2014)** This spring, Ceramics of Italy (the institutional brand of the Italian Association of Ceramics) will launch a dynamic new tool to help visitors discover Italian ceramics at design fairs worldwide. Beginning with two of the Italian ceramic sector's most important markets—North America and Russia—the **Ceramics of Italy app** will allow attendees of Mosbuild, Coverings and ICFF to easily locate Ceramics of Italy companies, discover new ceramic products, learn about events and organize their visits to each fair. The app is now available for download on iOS and Android through iTunes and Google Play.

The Ceramics of Italy app is a useful and portable tool for people – especially devoted fans of Italian ceramics – to have Ceramics of Italy in their pocket. It was created for the upcoming editions of **Mosbuild (April 15-18)** in Moscow, **Coverings (April 28-May 2)** in Las Vegas and **ICFF (May 17-20)** in New York, where Ceramics of Italy will participate with multi-brand exhibits of varying scales. After downloading the app and selecting the fair, the app will provide all necessary information including: a map of the Ceramics of Italy pavilion; a list of Ceramics of Italy exhibitors; details, contact information and new products from each company; a list of Ceramics of Italy-sponsored events; and the ability to save exhibitors in the “favorites” section and create a customizable visiting schedule.

The Ceramics of Italy app is compatible with iPhone, iPad and iPod Touch and available for download on:

### **iTunes:**

<https://itunes.apple.com/WebObjects/MZStore.woa/wa/viewSoftware?id=833582609&mt=8>

### **Google Play:**

<https://play.google.com/store/apps/details?id=it.intres.CeramicsOfItaly>

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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 [www.italiantiles.com](http://www.italiantiles.com). For instant updates from Ceramics of Italy, follow them on Facebook ([facebook.com/CeramicsOfItalyNA](https://facebook.com/CeramicsOfItalyNA)) as well as on Twitter, Pinterest and Instagram (@CeramicsOfItaly).

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