



**CERAMICS OF ITALY PARTICIPATES IN CONFERENCE
ON ARCHITECTURAL CERAMICS IN BOSTON
March 22-23, 2014 at MIT Campus**

(Cambridge, MA – March 2014) From March 22-23, 2014, Ceramics of Italy participated in a technical symposium on architectural ceramics in Boston, connecting the Italian tile industry with leading architects, engineers, conservators and other professionals responsible for aspects of the built environment from the U.S. and Canada. Organized by Technology & Conservation, the MIT Department of Architecture's Building and Technology Program and the Boston Society of Architects' Historic Resources Committee, "**Architectural Ceramics in the 21st Century: Design & Preservation of Contemporary & Historic Architecture**" explored the use, performance, maintenance and preservation of terra cotta, porcelain, and other architectural ceramics during an intensive two-day conference held in the Wong Auditorium of MIT's Cambridge campus.

Ceramics of Italy participated in the conference in several ways, including the sponsoring of two key speakers on the conference program. On Saturday, March 22, **Professor Giorgio Timellini**, Director of the Italian Tile Center in Bologna and Professor at the University of Bologna, Department of Applied Chemistry & Materials Science, met with an engaged and interested audience as he presented on European ceramics research and fabrication developments for exterior cladding. The following day, Prof. Timellini also served on a panel discussion on sustainability issues and recent advancements in the ceramics industry.

On Sunday, March 23, **Giorgio Valentini**, President of Atlantic Link, presented an update on new types of porcelain and terra cotta tile suitable for structural and decorative exterior applications in new construction and restoration projects.

In addition to the conference program, Ceramics of Italy sponsored the conference luncheon on Sunday, March 23 and organized an informational display for general information on Ceramics of Italy and the industry as a whole. Attendees had the opportunity to get their hands on some of the materials discussed in the presentations and have their questions answered by industry representatives. Leading Italian tile makers, **Altaeco** and **Casalgrande Padana**, also participated with their own tabletop displays on the latest architectural ceramic tile offerings from their companies.

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