



CERAMICS OF ITALY OFFERS A&D VIP TOUR AT COVERINGS 2014

(Las Vegas, NV – April 2014) After its highly successful launch last year, Ceramics of Italy will once again offer its A&D VIP program to members of the architecture and design community attending Coverings 2014 from April 29 - May 2, 2014 at the Las Vegas Convention Center. The interactive program will offer participants a tailored experience of the tile and stone show with daily guided tours of the Italian Pavilion and a private Italian lunch. VIP architect and designer guests will also receive a special A&D Goody Bag filled with helpful information and some delightful treats from Italy.

Once registered to attend Coverings, interested designers and architects can sign up for the program at bit.ly/coveringsvip. Groups meet daily in **Room S203** for a traditional Italian lunch catered by our long-time culinary team, **Spuntino**. After a brief presentation, attendees will be guided through the Italian Pavilion and get insight on the latest decorative and technological trends in the tile industry. The tours will end at Ceramics of Italy's *Piazza Ceramica* (**Ground Level, Booth L9057**). Located in the heart of the Italian Pavilion, the piazza is designed by NY-based architecture firm **e+i studio** and offers an open gathering space with plenty of seating—a perfect place to break from the hustle and bustle to enjoy a cup of espresso or the latest issue of *Cer Magazine*. It will also include a mini exhibit showcasing the winners of the 2014 Ceramics of Italy Tile Competition.

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

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