

CERAMICS OF ITALY TAKES ON NEW YORK
23 Manufacturers Showcasing the Best in Italian Ceramics at ICFF 2014

(New York, NY – May 2014) From **May 17-20, 2014**, **Ceramics of Italy** will return to the **International Contemporary Furniture Fair (ICFF)** at New York's Jacob K. Javits Center with its biggest multi-brand pavilion to date. Sponsored by Confindustria Ceramica (the Italian Association of Ceramics) and the Italian Trade Promotion Agency (ICE) with support from the Italian Trade Commission (ICE's New York office), the Ceramics of Italy booth (**1424-1432**) will contain mini exhibits from **23 leading Italian ceramic producers**, showcasing the latest designs and cutting edge technologies in tile and bathroom furnishings. On **Saturday, May 17 at 4pm**, Ceramics of Italy will also host a special **gelato + design tour** of the Italian Pavilion, led by *Metropolis* Editorial Director, Paul Makovsky.

"The Ceramics of Italy Pavilion will be a wellspring of design inspiration, showcasing the latest introductions in Italian ceramic tile and sanitaryware," states **Vittorio Borelli**, President of Confindustria Ceramica. "With each collection, manufacturers continue to push the envelope in terms of design and production, transforming ceramic and porcelain into wood, marble, terrazzo—even concrete—using advanced technologies and eco-friendly manufacturing processes."

Pier Paolo Celeste, Trade Commissioner for North America at the Italian Trade Commission New York Office, adds, "This year's enthusiastic participation of Italian exhibitors at ICFF validates the long standing activity of the Italian Trade Commission in supporting and assisting Italian manufactures in their effort to gain the leadership of the US ceramic tile market. The Italian ceramic tile industry continues to display outstanding vitality, and the continual traffic to our institutional website, italytile.com, with its most popular function TileSearch—a searchable online database of Italian manufacturers and distributors—is the best evidence of the ever growing interest for Italian tiles."

Participating companies in the Ceramics of Italy Pavilion include: Appiani, Atlas Concorde, Ceramica Bardelli, Ceramiche Cerdisa, Ceramiche Cisa, Ceramiche Refin, Cotto d'Este, Edimax, Emilceramica, Fap Ceramiche, Florim Ceramiche, Gamma Due, M.I.P.A., Mirage Granito Ceramico, Mosaico+, Cotto Veneto, Sant'Agostino, Serenissima Cir, Settecento, Simas, Tagina, Vallenga.

In the days leading up to ICFF, Ceramics of Italy will offer a digital sneak peek of products on its Facebook page (www.facebook.com/CeramicsOfItalyNA) as well as on Twitter, Pinterest and Instagram (@CeramicsOfItaly). During the four-day show, Ceramics of Italy will be reporting live from the show floor with updates on products, news, events, and hospitality.

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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 our website www.italytile.com

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 (www.facebook.com/CeramicsOfItalyNA) and Twitter, Pinterest and Instagram (@CeramicsOfItaly).

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