



CERAMICS OF ITALY SHINES AT COVERINGS 2015

Italian Pavilion Features 100+ Brands, Daily Hospitality, Guided Trend Tours and More

(Orlando, FL – April 2015) This April, tile and stone specialists and enthusiasts will head to Orlando for the 26th edition of **Coverings**—the industry’s largest international exposition in North America. From **April 14-17, 2015**, the **Orange County Convention Center** will open its doors to industry experts and design professionals for four days of inspiration, professional development, and networking. In the heart of the expo, Ceramics of Italy will present one of the largest international contingents at the show, organized by **Confindustria Ceramica** (the Italian Association of Ceramics) with support from the **Italian Ministry of Economic Development**. With over 100 influential Italian brands exhibiting new tile and installation products and a central stand that doubles as an industry information hub and Italian-style café, the Ceramics of Italy Pavilion will serve as the ultimate source for design inspiration, technical innovation and hospitality at the show.

Piazza Ceramica

Once again, the Ceramics of Italy booth (**4823**) will be transformed into **Piazza Ceramica**—a show-stopping, topography-inspired exhibit melding contemporary Italian design with the vibrant energy of Orlando. Designed by **e+i studio** and built by **A&M**, the entire 3,000 square foot space will be an inspiring display of design and craftsmanship showcasing a range of ceramic and porcelain tiles from **Atlas Concorde**, **Ceramiche Caesar**, **Emilceramica**, **Floor Gres**, **Lea Ceramiche** and **Marazzi**. The floor tiles, set on a raised flooring system, will be water-jet cut by **Stratos** to create an undulating pattern and focal point of the design. The installation and maintenance of the space will be facilitated by grout, nosing and cleaning products donated by **Mapei**, **Profilpas**, and **FILA Surface Care Solutions**.

The piazza will offer attendees a reprieve from the busy trade show floor and a place to enjoy all things Italian-made. Glittering, tile-clad mounds will flank both sides of the open piazza and house the ever-popular café, coffee bar, and information booth. Below the tiered seating above, Italian culinary duo Carlo Donadoni and Graziano Sborggio, of Miami’s **Spuntino Catering**, will prepare coffee and pastries for breakfast, authentic Italian cuisine for lunch, and an open aperitivo in the afternoon every day.

Installation Design Showcase

Demonstrating the symbiotic relationship between beautiful products, imaginative design and expert installation, Ceramics of Italy will participate in the sixth edition of the show’s annual live attraction: the **Installation Design Showcase**. Over the course of four days, a team of Five

Star Contractors from **Michael's Custom Tile** will build a high-end resort bathroom from the ground up in **Booth 461B**. Designed by Florida-based architect **Diana Chase**, AIA, of HHCP Architects, the chic, California-rustic vignette will showcase naturalistic tiles from a number of Italian companies including **Cotto D'Este Kerlite**, **Marca Corona**, **NovaBell** and **Rex Ceramiche**. Showcasing the versatility of Italian porcelain, the tiles will be installed on the floors, walls, steps and countertops in addition to less conventional uses such as furnishings. Keeping with the bath's luxurious feel, the vignette will feature fixtures and furnishings from **Hansgrohe** and **Axor**. All tiles will be generously donated by the various manufacturers and **Specialty Tile Products** while all grout and setting materials will be provided by **Mapei**.

Speakers, Announcements and Awards

The **Ceramics of Italy Press Conference** will take place on **April 15** at **4pm** in **Room S210B**, where representatives from the association will discuss the state of the industry and announce the highly anticipated winners of the **2015 Ceramics of Italy Tile Competition**. The celebration will continue that evening with the presentation of the **2015 Confindustria Ceramica North American Distributor Award** during the association's annual private reception, *Aperitivo Italiano*. Later in the week, attendees can learn about the latest "**Trends in Tile**"—where Italian manufacturers lead the way—with Kristin Coleman, Marianne Cox, and Ryan Fasan on **Thursday, April 16** at **2:45pm** in **Room S320ABC**.

VIP Tour

Following the success of previous years, Ceramics of Italy will host special VIP Tours during Coverings, offering an insiders' look at the Italian ceramics industry. On **Tuesday, April 14** and **Thursday, April 16** from **1-3pm**, registered industry professionals will be treated to an authentic Italian lunch, special goodie bag and presentation on the latest design trends and technical innovations, followed by a guided walking tour of the Ceramics of Italy Pavilion.

Social Media

Follow the distinguishable "**Ceramics of Italy**" trademark throughout the show to find products of superior quality, durability and environmental responsibility or visit bit.ly/CoICOV15 to discover new products and companies with the **Ceramics of Italy Pavilion Guide**. For live updates, follow Ceramics of Italy on **Twitter** and **Instagram (@CeramicsOfItaly)** and participate in the Ceramics of Italy **#Selfeet contest**. From April 14 through May 30, Ceramics of Italy is calling on all tile lovers and trade professionals in North America to post 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.

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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 (**@CeramicsOfItalyNA**) and Twitter, Pinterest and Instagram (**@CeramicsOfItaly**).

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