



**CERAMICS OF ITALY SPONSORS INSTALLATION DESIGN SHOWCASE
AT COVERINGS 2015**

***Italian Tile Used to Create High-End Resort Bath
Designed by HHCP and Built by Michael's Custom Tile***

(Orlando, FL – April 2015) For the sixth consecutive year, **Ceramics of Italy** will participate in the **Installation Design Showcase** at **Coverings**—an initiative organized by show producers and the National Tile Contractors Association (NTCA). This year, **Diana Chase, AIA of Helman Hurley Charvat Peacock/Architects (HHCP)** and a team of NTCA Five Star Contractors from **Michael's Custom Tile**, will work together to bring to life a high-end resort bathroom over the course of the show. The installation will highlight the natural fit of Italian tile in hospitality settings, as well as demonstrate how manufacturers, designers, and contractors can work together to create exemplary spaces with quality materials, construction, and installation.

The design for this chic, rustic-modern bathroom will feature various tile collections simulating natural materials and demonstrating the versatility of Italian porcelain. An **Axor Massaud** bathtub will serve as the focal point of the installation, sitting atop a chevron-pattern floor from **Rex Ceramiche's** "Taiga" series—manufactured using advanced digital printing techniques to replicate the appearance of uncontaminated wood and donated by **Specialty Tile Products**. In keeping with the calm essence of the space, pristine white tiles from **Marca Corona's** "Different" collection in matte and gloss finishes will be used on the walls to create a dynamic surface that ripples with shadow and light. These sophisticated tiles will be complemented by rustic, brick-style tiles from the "Sine Die" collection by **NovaBell**. Further exhibiting the ease with which different material-looks can be used together, the steps and countertops will be clad in large-format thin tiles emulating marble from **Cotto D'Este Kerlite's** "Exedra" series, infusing the space with a modern resort atmosphere. Both the vanity and shower areas will be framed with an overhang clad in stone-look tiles from **Florim**. All setting materials, generously donated by **MAPEI**, have been specified to color-match the various tiles in the installation. As a final elegant contrast, all edges will be finished with brushed antique bronze edging trim from **Schluter Systems**. The installation will also feature additional **Hansgrohe** fixtures and furnishings including a **Pura Vida tub filler**, **Pura Vida wall-mounted faucet**, and **Axor Massaud sink**.

"We wanted to create an environment for resort guests that is clean and modern but also warm and relaxing," Chase explains. "We achieved this by combining the sleekness of smooth white tiles with the warm texture of wood tiles. Our design also includes natural elements and luxurious linens to enhance the experience."

The high-end resort bath—which will be constructed in **Booth 461B** throughout the four-day show—will serve as a testament to the importance of incorporating beautiful, inventive design in hospitality spaces. Guests are encouraged to visit the installation each day to see it develop from inception to completion. On **Thursday, April 16** at **3:30pm**, the show will host a wrap-up party immediately following **Installation Design Showcase Deconstructed**, giving attendees the chance to discuss each vignette with the designers and contractors, and celebrating their work with a reception and drinks. After the show, all materials will be donated to **Tile Partners for Humanity**.

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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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