



## **CERAMIC TILES OF ITALY AT ICFF** ***Italian Design in the Heart of NYC***

**(New York, NY – April 14, 2009)** Year after year, more than 25,000 design aficionados from all over the world descend upon New York City for the International Contemporary Furniture Fair. The show, which runs from May 16-19, 2009 at the Jacob K. Javits Convention Center, is considered the premier platform for modern design and cutting edge products for the home and contract markets. Participating in the global fair was an easy decision for Ceramic Tiles of Italy. After testing the waters in 2008 with a small institutional exhibit, Confindustria Ceramica and the Italian Trade Commission have commissioned Italian architect Michele De Lucchi to design a mini-pavilion that will welcome industry professionals from the Big Apple and beyond.

As a world-renowned interior designer, architect and industrial designer, De Lucchi has made his mark across all design disciplines. From his signature lighting pieces to his international commercial installations, he incorporates color and playful forms into his work. His vision for the Ceramic Tiles of Italy booth at ICFF is no exception as his concept gives a radical approach to exhibit design. The impressive 3500-square foot exhibition will connect to the popular i Saloni Worldwide. Like all the exhibits that make up the show's large Italian contingency, the space is designed to inspire and excite.

Guests can enter the pavilion in a myriad of ways including either end, in the center or through any of the thirteen exhibits that it houses. The booth will have two reception points, each serving as a clearinghouse for general information on the Italian industry. Staff will distribute new publications and update attendees on design trends and developments in sustainable manufacturing practices. The center of the pavilion will have an open space or passageway to evoke the feeling of a traditional Italian piazza. The interior's whimsical layout is intended to stimulate the senses. Colorful tiles will be hung from the trusses, creating a ceramic art installation that follows the contour of the main aisle. Modular tiles made to look like other natural materials including stone and wood will be used on the floor. Thirteen individual exhibits will be set up along the perimeter to recreate the environment of an Italian marketplace similar to the bustling produce markets found in old-world cities like Bologna and Rome. These companies include: Del Conca, Impronta, Settecento, Refin, Lea, Etruria, Tagina, Sant'Agostino, Lord, Marazzi, Casalgrande Padana, Fap and Caesar. Each will bring their latest crop of colorful and design-forward products. Also included in the layout is a common area where these leading manufacturers can conduct meetings with architects, designers, contractors and buyers.

To add to the buzz and draw even more guests into the interactive pavilion, Ceramic Tiles of Italy will host a series of events at the show and around town. These events will include a kick-off reception with Michele De Lucchi on Saturday, May 16<sup>th</sup>; a discussion between De Lucchi and Paola Antonelli of MoMA on Sunday, May 17<sup>th</sup> in the ICFF Theater followed by a reception at the Ceramic Tiles of Italy Pavilion; and a book signing with design journalist Jen Renzi on

Monday, May 18<sup>th</sup>. In addition, Ceramic Tiles of Italy will host a special satellite exhibit at 414 West 14<sup>th</sup> St in the Meatpacking District. The previously raw space will house the Ceramic Tiles of Italy Design Competition exhibit as well as displays from other architecturally-oriented partners including Design Boom, iCrave and more. See the attached schedule of events for more details.

This is all part of its effort to show its appreciation to its valued partners and to invite new customers to see all that the industry has to offer. Confindustria Ceramica and the Italian Trade Commission see this fair as a place for high design, high visibility and high-powered decision-making. Along the same scale as the Milan Furniture Fair, ICFF is an important showcase for the industry. To that end, it is a great way to wrap up Ceramic Tiles of Italy's US spring tradeshow circuit.

For more information on Ceramic Tiles of Italy visit the gateway [www.italiantiles.com](http://www.italiantiles.com) - with links to our four key industry sites: [www.italiantiles.com](http://www.italiantiles.com) (the official website of Confindustria Ceramica), [www.italytile.com](http://www.italytile.com) (the official website for the Ceramic Tile Department of the Italian Trade Commission), [www.s-tiles.it](http://www.s-tiles.it) (a tool that tracks the Italian tile industry's commitment to sustainable design) and [www.tilecompetition.com](http://www.tilecompetition.com) (a digital guide to the Ceramic Tiles of Italy Design Competition).

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