



A PAVILION OF NEW PRODUCTS Introductions from 13 Leading Italian Tile Producers at ICFF

(May 16, 2009) Color, design and innovation abound in the brand new Ceramic Tiles of Italy Pavilion (booth 1420-1531), designed by Michele De Lucchi for the International Contemporary Furniture Fair (ICFF). Carefully crafted, it will house 13 of Italy's most influential tile manufacturers. The space will be a source for new products and inspirations as each manufacturer adds their own signature flair to the exhibit. Introductions will run the gamut from traditionally beautiful, handmade ceramics to technically sophisticated, contemporary porcelains.

Since the show annually draws "the most intrepid seekers of design truth and design trends," the Italians will use the opportunity to launch new collections that appeal to such a savvy audience. These include:

Casalgrande Padana

Oxide has a sleek modern style that will complement any residential or commercial space. Available in five colors and two formats, the collection features highly durable porcelain tiles with a glazed finish reminiscent of metallic oxidation.

Ceramiche Caesar

Change presents the design world with a brand new focal point. These ceramic tiles feature a delicate microstructure, which imbues them with a subtle moiré effect and refined iridescent shimmer. Composed of 40% pre-consumer recycled material, they will enhance modern architectural projects, lending a luxuriously cool cosmopolitan aura.

Ceramica Del Conca

Brand was created to satisfy the most refined and demanding of contemporary tastes. Inspired by lava stone, this elegant porcelain stoneware line is rich in color and design. In addition to its four formats, the collection includes an array of accessories including brick patterns, mosaics and decors created with precious metals.

Etruria Design

Hex brings a modern twist to the classic hexagon format. Available in 15 colors and two formats, this line offers unlimited decorative solutions from the more traditional to the contemporary. Suitable for floors, it can be installed either indoors or out.

Fap Ceramiche

Rubacuori gives a fresh style to bathroom and kitchen walls. With a range of colors, satiny finishes and eye-catching decorative options including mosaics, strip tiles and inserts, this

series of wall tiles can transform a small space into a bright and luxurious environment. Its coordinated porcelain stoneware floor tiles will help to complete the overall aesthetic.

Impronta

Sands is the perfect synthesis of impressive design, technical performance and environmental friendliness. These rough-hewn ceramic decorative tiles, created from at least 45% recycled content, have been awarded the prestigious European Ecolabel quality mark and are LEED-compliant. The through-bodied technical porcelain collection lends itself beautifully to sleek, sophisticated commercial and residential settings.

Lea Ceramiche

City and **Streets**, part of the 36h collection designed by architect Diego Grandi, are inspired by the concept of a universal and timeless urban landscape. **Streets** pay homage to avenues and alleyways, which are familiar in any region of the world at any point in time. This contemporary line offers a geometric intertwining of lines in colors which bring to mind the anthracite grey of asphalt. In **City**, the metropolitan map becomes even more abstract, incorporating a serigraphic texture and metallic effect on a base of bronze, anthracite, silver and steel.

Ceramica Lord

Timeless was developed in collaboration with well-known Italian fashion designer Mariella Burani. The collection combines soft colors with elegant decors and textures. It includes five elegant lines: Classic, Relax, Shadow, Nastro and Makro, each with their own romantic decors. A beautiful alternative to wallpaper, these fancy wall tiles come in an 11" x 22" format with coordinating 12" x 12" floor tiles.

Marazzi Tecnica

Sistema is color in its best form. Boasting beautiful variations of yellow, white, steel and slate, this crystallized stoneware series is suitable for wall and floors, both indoor and out.

Ceramiche Refin

Eco-Leader combines state of the art technology and design excellence with the old world charm and beauty of handcrafted ceramics. LEED-compliant, this porcelain tile collection contains at least 40% pre-consumer recycled material.

Ceramica Sant'Agostino

I Marmi Italiani offers an entrée into the beauty and refinement of the classic Italian home. It features a mix of satiny and shiny surfaces, and includes mosaics and geometrical decorations. This precious collection pays homage to the ancient world in a thoroughly modern style.

Ceramiche Settecento Valtresinaro

Le Murrine is a richly hued tile that would be suitable for any luxe space. With both Middle Eastern and European influences it offers a unique design aesthetic. Tiles are available in lilac, agate, blue, and amber, with a crackle glaze that further enhances the majestic color.

Tagina Ceramiche d'Arte

Fucina is a porcelain stoneware series with a polished metallic glazed finish. The subtle shimmery surface of each tile is unique and unrepeatable, offering architects and designers a clean aesthetic and extreme individuality. This highly durable and environmentally friendly collection will add interest and drama to modern residential spaces.

For more information on Ceramic Tiles of Italy visit the gateway www.italiantiles.com - with links to our four key industry sites: www.italiatiles.com (the official website of Confindustria Ceramica), www.italytile.com (the official website for the Ceramic Tile Department of the Italian

Trade Commission), www.s-tiles.it (a tool that tracks the Italian tile industry's commitment to sustainable design) and www.tilecompetition.com (a digital guide to the Ceramic Tiles of Italy Design Competition).

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