



**CERAMIC TILES OF ITALY
AT DWELL ON DESIGN '09
*Italian Tile Shines At Los Angeles Show***

(New York, NY – June 2009) After a busy spring season, with exhibits at Coverings (Chicago), AIA (San Francisco) and ICFF (New York), Ceramic Tiles of Italy will be making one more stop at the **Dwell on Design Conference** on **June 26-28** at the LA Convention Center. The show is considered to be the West Coast's largest modern design event - attracting an audience of savvy trade and consumer attendees. Sponsored by the Italian Trade Commission, in collaboration with Confindustria Ceramica (Association of Italian Ceramic Manufacturers), Ceramic Tiles of Italy will be seen across the popular show.

The hub of activity will be an institutional exhibit (**Booth #2019**) showcasing a range of the best contemporary collections. Tiles on display will show trends in decorative finishes, formats, colors and sustainable manufacturing processes. The subject of sustainability will particularly resonate with the Dwell audience. In fact, Ceramic Tiles of Italy was tapped to be part of a special sustainable design exhibit by **DESIGNBOOM** called **Kitchen Ecology**. Six Italian tile manufacturers (Floor Gres, Atlas Concorde, Casalgrande Padana, Lea, Emilceramica) were selected by the magazine to supply LEED-compliant and Eco-Label tiles to the DESIGNBOOM exhibition space. Cutting-edge new sustainable kitchen products created by designers around the world will be displayed on grey fields of eco-friendly Italian ceramic tiles.

For more information and inspiration, Ceramic Tiles of Italy will be on the program of the show's Design Inspiration series. "**Tile 101: Beyond the Surface: Innovative Design Applications for Ceramic Tile**" will be free to attendees on **Saturday, June 27 at 4pm**. Amber Bravo, a contributing editor at *Dwell* and respected voice in the design community, will talk about trends, types and applications of Italian tiles, using historical examples of tile installations to support the present day case studies.

Attendees will also get to lounge on the popular **sit_down_please** exhibit of avant-garde chairs clad in Italian tile. Straight from NY's Meatpacking District for Design Week, these chairs will be on display and available for a "testdrive" outside the show's AIA lounge. Originally designed by young architects to demonstrate the versatility of the material for the Milan Furniture Fair, this exhibit features: Michela e Paolo Baldessari for Aquileia (Leia); Diego Grandi for Lea Ceramiche (Double C); Massimo Iosa Ghini for Ceramica del Conca (In Attesa), Michael P. Johnson for Etruria Design (Golden Ratio), Setsu & Shinobu Ito for Settecento Ceramica d'Arte (Arrow) and Paolo Ulian for Ragno (Side Shadow).

Finally, Ceramic Tiles of Italy will be a sponsor of the AIA Restaurant Design Awards and take part in an award ceremony to recognize creative local design and architectural firms. # # #

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). Media Contacts: Novità Communications 718.857.4806 chris@novitapr.com or danielle@novitapr.com