



From Doorstep to Desktop: The Italian Trade Commission Announces TileNews' Switch to Digital

October 2009 – Every season, thousands of architects, designers, contractors and distributors anxiously await the next edition of *TileNews* to keep them informed of industry happenings in the busy world of Italian tile. In an effort to reduce its carbon footprint, and make the newsletter more accessible to its readers, the Italian Trade Commission decided to switch *TileNews* to a digital platform. The first e-newsletter was released this summer with great success. The newly redesigned format includes regular features such as full show coverage of Cersaie and Coverings, tile trends, the popular “Architect’s Corner,” information on the Ceramic Tiles of Italy Design Competition and upcoming architectural and design events, in addition to a few new columns including “Green Forum” and “DISH-tribution.”

The summer issue of *TileNews*, which is archived on the Italian Trade Commission’s website (www.italytile.com), highlights the integral role of ceramic tile in architecture and design. The first article is dedicated to internationally acclaimed architect Mario Botta and his graphic interpretation of the 2009 edition of Cersaie. Subsequent features include a preview of Renzo Piano’s much anticipated “Creating Architecture” keynote presentation at Cersaie and an interview with world-renowned interior designer, industrial designer and architect Michele De Lucchi about his work and his design of the 2009 Ceramic Tiles of Italy exhibit at ICFF. It also includes a conversation with Canadian-based Stone Tile International, the recipient of the 2009 North American Distributor Award. Issue 2 is due out this fall and will include a recap of Cersaie, from show stats to leading trends. The Architect’s Corner will shine the spotlight on architect and Cersaie attendee Angelo Carusi, principal of Cooper Carry. He will talk about his commercial work and share his insight from the show.

To read the first edition and subscribe to the e-newsletter, please visit www.italytile.com and click on *TileNews*.

For more information on Ceramic Tiles of Italy visit the gateway www.italiantiles.com - with links to our four key industry sites: www.italiantiles.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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