



Ceramic Tiles of Italy

**CERAMIC TILES OF ITALY, DESIGNER ALENA CAPRA AND NTCA INSTALLERS PARTNER TO CREATE UNIVERSAL BATH FOR COVERINGS INSTALLATION SHOWCASE**

**(Spring 2010)** Ceramic Tiles of Italy is proud to participate in the Coverings Installation Design Showcase, a brand new initiative organized by the show and the National Tile Contractors Association (NTCA). The program partners leading designers with installers and manufacturers to turn their vision into a reality, all of which is done live on show-site. Ceramic Tiles of Italy is one of five sponsors asked to create an installation that explores one of five bathroom spaces including master bath, spa bath, kids bath, universal design and powder room/guest bath. Assigned the universal bath design, Ceramic Tiles of Italy is working with the talented designer Alena Capra of Alena Capra Designs, LLC.

Capra specializes in residential kitchen and bath design. Originally from New York, she moved to Fort Lauderdale to begin her influence on South Florida's design world. She admits that she is no stranger to tile, since a large part of her business is specifically geared towards the bath. "I especially love Italian tiles, because they have such a modern look, which is typical of my design style," says Capra. "When I was invited to participate in the Installation Showcase and design the Ceramic Tiles of Italy bath, I began looking through the various websites for Italian tiles which, to me, was the equivalent of being a kid in a candy store!"

She adds, "My vision was to make a universal bath that didn't look boring and medicinal. I wanted it to have functional design, yet showcase spectacular Italian tiles. I knew I wanted to use a tile with a Damask print to tie into the Kohler bath fixtures, which have a vintage inspired feel. I ended up selecting the Fleur Noire tile of the 'New Decor' Collection from Lea, for its dramatic red and black Damask-like print with gold accents. It was just so different from any print I had ever seen because of the dramatic color. Once the feature tile was selected, I wanted to contrast it with a textured wall and floor tile. For both, I chose tiles from Atlas Concorde's 'Glow' collection. I used the Cosmos (charcoal grey) and Sun (golden beige) colors, which have soft textures that reminded me of beautiful fabric! The tile's textured surface was an added feature, which is an optimal choice in a universal bath to provide slip resistance. To add a bit of drama to the design, I decided to pair it all with a monochromatic, deep red mosaic from Mosaico+, and a silver liner (Filo Platino) from Lea."

At Coverings, Capra will hand over her design plans and watch as a team of NTCA installers brings her universal bath design to life. Attendees can enjoy each phase of the project, from inception to completion, as the entire 10'x20' vignette will be completed during the show.

For more information on Ceramic Tiles of Italy, visit their gateway [www.italiantiles.com](http://www.italiantiles.com) - with links to 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). Ceramic Tiles of Italy's "Project and Products" can now be found online at two new web galleries: <http://projects.italiantiles.com> and <http://products.italiantiles.com>.

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