



Ceramic Tiles of Italy *Ministero dello Sviluppo Economico*



CERAMIC TILES OF ITALY HITS CANADA **Presents Multi-Brand Exhibit and Trends Seminar at IDS 2011**

(New York, NY- December 2010) Kicking off a whole new year of fresh design, Ceramic Tiles of Italy will make its Canadian show debut at the 13th annual **IDS Interior Design Show**, held from **January 27-30, 2011** in the Metro Toronto Convention Center. Sponsored by the Italian Trade Commission, Confindustria Ceramica (the Italian Association of Ceramics), and the Italian Ministry of Economic Development, the multi-brand booth (**#240**) will feature ceramic tiles from Italy's leading manufacturers with special mini-exhibits presented by **Appiani, Casalgrande Padana, FAP Ceramiche** and **Mirage Granito Ceramico**. Mesh-mounted mosaics, oversized porcelain slabs, squares and hexagons will be on display as well materials ranging from faux woods to fashionable fabrics and Ferrari red to Mediterranean blue. Ceramic Tiles of Italy will also present a seminar with speakers from *Interior Design* and CS&P Architects during the show's Trade Day focused on trends, sustainable products and inspirational projects.

Trade Commissioner, Executive Director for the USA, Italian Trade Commission, Aniello Musella, states, "We are committed to supporting our Italian manufacturers who want to expand their business into new markets. IDS is an important opportunity for Italian manufacturers to meet face-to-face with Canada's vibrant A&D community."

Franco Manfredini, president of Confindustria Ceramica, adds, "Canada remains a critically important market for us. We continue to receive a number of great projects for our Design Competition from architects, designers and dealers alike. In 2009, we honored Stone Tile International with our annual North American Distributor Award. It is testament to the strength of the economy and the world is really taking notice of Canada's performance during the crisis."

At the "**What's New, What's Next**" Trends presentation at **2pm on Friday, January 28**, Edie Cohen, Deputy Editor of *Interior Design* magazine will cover highlights from Cersaie and her recent trip to the ceramic tile capital of the world – Bologna, Italy. From super thin porcelain slabs to fab new textural finishes, Cohen will present the latest trends in design, format and technological innovation. She'll update the audience on what some of the biggest names in design – from Patricia Urquiola and Karim Rashid to Tokujin Yoshioka – are creating with Italian ceramics. Cohen will then cover the latest sustainable production developments and outline the ways that ceramic tile can contribute to LEED credits. She will be joined by Anna Kowalczyk, Lead Designer at the Toronto based firm, CS&P, who will share recent projects featuring inspiring Italian tile design.

The Interior Design Show is Canada's largest contemporary design show and event. It is attended by over 47,000 design professionals, affluent consumers and journalists. Each year, 300 businesses exhibit to promote and show their products and services for design within a 175,000 square foot space. IDS was created 12 years ago to be more than just a show, but a design experience. This is achieved through the addition of provocative feature exhibits, stimulating keynote and educational seminars and workshops. Since the inception, IDS has welcomed over 550,000 visitors, close to 5,000 media, and provided a marketing platform for almost 4,000 individual designers, studios, firms and companies.

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Ceramic Tiles of Italy is the trademark for Italian manufacturers of ceramic tiles that are members of Confindustria Ceramica. For more information on Ceramic Tiles of Italy, visit the gateway www.italiantiles.com with links to our three key industry sites: www.laceramicaitaliana.it (the official website of Confindustria Ceramica), www.italytile.com (the official website for the Ceramic Tile Department of the Italian Trade Commission) and www.tilecompetition.com (a digital guide to the Ceramic Tiles of Italy Design Competition).

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