



CERAMIC TILES OF ITALY'S SPRING TOUR DE FORCE
Showcasing New Designs and Technologies at AIA and ICFE 2011

(February 2011) Whether used as a state-of-the-art architectural solution or an elegant design element, Italian ceramic tile is a durable, sustainable, and versatile material that provides endless possibilities for the A&D industry. Following Coverings 2011 in Las Vegas, Ceramic Tiles of Italy will continue to spread this message during multiple tradeshows in markets across the country. Sponsored by the Italian Trade Commission, Confindustria Ceramica (the Italian Association of Ceramics), and the Italian Ministry of Economic Development, Ceramic Tiles of Italy will host a multi-brand exhibit in New Orleans for the AIA National Convention and Expo followed by a stop in New York for the International Contemporary Furniture Fair this May.

Ceramic Tiles of Italy will first travel to New Orleans for the **AIA National Convention and Expo** at the Ernest N. Morial Convention Center from **May 12-14, 2011**. The theme for this year's show is "Regional Design REVOLUTION: ecology matters," which is fitting for the host city. Supporting this subject, the Ceramic Tiles of Italy booth, designed by Italian architects Dante Donegani & Giovanni Lauda of D&L, will showcase an array of design-forward and sustainable new tile collections from Italy's leading producers. As large and thin format tiles continue to emerge, the Italian tile industry is re-inventing the way tiles are produced, shipped and installed. In addition, manufacturers are constantly embracing new technologies such as photovoltaic panels and ventilated wall façade systems that meld the time-honored history of tile with the future of architectural innovation. The booth will also include an information point where show-goers can pick up company catalogs and promotional materials.

Immediately following the AIA show, Ceramic Tiles of Italy will quickly migrate to New York for the **International Contemporary Furniture Fair** from **May 14-17, 2011**. Considered a global summit for what's best and what's next in design, the Ceramic Tiles of Italy booth will feature vignettes from nine different manufacturers including Appiani, Atlas Concorde, Bardelli, FAP, Giovanni de Maio, Impronta Ceramiche, Imola, Mirage and Petracers. These producers will prove to the New York crowd that Italian tile is an industry leader in innovation, quality, design and trends. Beyond the show, which is held at the Jacob K. Javits Convention Center, Ceramic Tiles of Italy will once again organize a citywide dealer campaign to promote its local high-end retailers, dealers and distributors. Flags bearing the Ceramic Tiles of Italy signature logo will be scattered throughout the city outside the entrances of participating Manhattan-based distributors of Italian tile.

For updated information on spring activities, visit CTI's Facebook page and websites below.

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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, 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). For instant updates on Ceramic Tiles of Italy, visit www.facebook.com/CeramicTilesOfItaly or <http://twitter.com/tilesofitaly>.

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