



**CERAMIC TILES OF ITALY  
INTERNATIONAL PRESS CONFERENCE AT COVERINGS 2011  
TUESDAY, MARCH 15<sup>TH</sup> AT 4:00PM IN ROOM 303**

**(Spring 2011)** On Tuesday, March 15, 2011, representatives from the Italian ceramic tile industry – leaders in the design and sustainable production of ceramic tiles – will hold an International Press Conference at the Sands Expo and Convention Center in Las Vegas, NV during Coverings 2011 – the premier exhibition of tile and stone in the United States (March 14-17, 2011).

Leaders of the industry including: Franco Manfredini, chairman, Confindustria Ceramica; Armando Cafiero, managing director, Confindustria Ceramica; Vittorio Borelli, vice president for promotional activities, Confindustria Ceramica; and Aniello Musella, trade commissioner for North America, Italian Trade Commission will present information on the state of the industry and current promotional plans as well as an overview of industry design trends and technical achievements. The winners of the *2011 Ceramic Tiles of Italy Design Competition* will also be announced at this time. Representatives from the winning architectural/design firms will be flown to Las Vegas to speak about their projects and will be presented with a cash award and plaque commemorating their achievement. They will be joined by their partners in excellence – the distributors and contractors involved in each project – who will also receive a check recognizing their great achievement. The press conference will begin at 4:00pm in Room 303, at the back of the exhibit hall.

The media will receive a guided tour of the nearly 50 exhibitors in the Italian pavilion from 2:30-4 p.m. before the press conference. The following morning, on Wednesday, March 16 at 9:30 a.m., they will also be treated to a traditional Italian breakfast inside Ceramic Tiles of Italy's piazza-inspired exhibit (Booth #4444) designed by minimalist architect Michael P. Johnson.

###

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](http://www.italiantiles.com) with links to our three key industry sites: [www.laceramicaitaliana.it](http://www.laceramicaitaliana.it) (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) and [www.tilecompetition.com](http://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](http://www.facebook.com/CeramicTilesOfItaly) or <http://twitter.com/tilesofitaly>.

Media Contacts: Novità Communications 718.857.3782 [chris@novitapr.com](mailto:chris@novitapr.com) or [kristin@novitapr.com](mailto:kristin@novitapr.com)