

CERAMIC TILES OF ITALY HEADS TO THE BIG EASY *Celebrating Sustainability and Innovation at AIA 2011*

(April 2011) Ceramic Tiles of Italy is taking part in the revolution, the Design Revolution! Fitting in with the 2011 AIA National Convention and Expo theme, “Regional Design REVOLUTION: ecology matters”, Ceramic Tiles of Italy will host a multi-brand exhibit in New Orleans at the Ernest N. Morial Convention Center from **May 12-14, 2011**. Sponsored by the Italian Trade Commission and Confindustria Ceramica (the Italian Association of Ceramics), the booth (#3041), designed by Italian architects Dante Donegani & Giovanni Lauda of D&L, will showcase an array of design-forward and eco-conscious new tile collections from four of Italy’s leading producers.

The Italian tile industry is re-inventing the way tiles are produced, shipped and installed. 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. *“Our companies continue to produce forward-thinking products, while continuing the timeless Italian tradition of quality and excellence in every collection”* says **Aniello Musella**, Trade Commissioner and Executive Director for the USA.

For the first time at AIA, participating Italian producers will have individualized displays to showcase their collections. **Franco Manfredini**, chairman of Confindustria Ceramica says, *“We decided to move away from an institutionally-focused exhibit to give our members the opportunity to interact directly with the A&D community. This model has worked well in the past at shows like ICFF (International Contemporary Furniture Fair) and we feel it gives our companies a chance to talk about the installation process and technical details that go into each and every project.”*

Exhibiting at the Ceramic Tiles of Italy booth will be:

Casalgrande Padana, whose innovation and quality in universal tiles for floor and wall coverings, heavy-traffic environments, and residential areas have put them at the forefront of the international market. Casalgrande Padana’s manufacturing practices aimed at eco-sustainability have achieved LEED credits for the majority of their products. On the product side, the manufacturer recently developed “Bios,” a collection of antibacterial tiles that is ideal for health facilities, research labs, schools, wellness centers, restaurants, and other areas where hygiene and cleanliness are of the utmost importance. The patented product is available in all the series from the extensive Granitogres and Marmogres lines and has proven highly effective, since it can achieve a 99.9% reduction of the four main bacteria families. Another added value, because the anti-bacterial particles are set deep into the tile body and not only on the surface, the Bios process can also be applied to the natural, polished or glazed versions.

Ceramiche Refin will be showcasing collections that align with the company’s values on steady control on quality and the greatest attention for the current design trends within the furniture market. Refin uses the best quality raw materials resulting in contemporary and cutting edge porcelain stoneware wall and floor tiles for high value residential and commercial spaces. The brand even offers several collections (Tracce, Murcia, Pro-gres) that are manufactured using 20% post-consumer recycled material derived from the glass of obsolete cathode ray tube (CRT) TV monitors. This helps to contribute to LEED rating credits and represents an eco-sustainable solution for the green building industry.

FAP Ceramiche, a company who obtained the Eco-label certification in 2006 will showcase an eco-compatible line of products with strict standards set by the European Union. FAP is also ISO 9001 certified and complies with the safety regulations required by the European Union's EC mark.

Palagioussa, part of Palagio Engineering Italy and the Vivaterra group, is devoted to the planning and development of terracotta ventilated wall systems and will be among the leading tile producers at AIA. Their innovated ventilated facades decrease installation time, prevent moisture-related issues and shield the elements, reducing thermal bridges and increases the overall R-value of the wall.

The Ceramic Tiles of Italy booth will also include an information point where show-goers can pick up educational material including a Green Card on Italian tile and other industry-wide promotional items.

For updated information on spring activities, connect with Ceramic Tiles of Italy on Facebook, Twitter and YouTube and visit the 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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