

## **CERAMIC TILES OF ITALY CONTINUES SPRING TOUR** *Italian Tile Manufacturers Make Their Mark at ICFF 2011*

(April 2011) Ceramic Tiles of Italy has been on the road since March and the spring tour is just getting started! Immediately following the AIA National Convention and Expo in New Orleans, Ceramic Tiles of Italy will head northeast to New York for the **International Contemporary Furniture Fair (ICFF)** from **May 14-17, 2011**. Sponsored by the Italian Trade Commission and Confindustria Ceramica (the Italian Association of Ceramics), the Ceramic Tiles of Italy pavilion (#1632) will feature vignettes from eleven different manufacturers, many exhibiting for the first time at ICFF. These producers represent the array of available shapes, sizes, textures and formats and serve as a testament to the Italian tile industry's position as a leader in innovation, quality, design and trends.

Considered a global summit for what's best and what's next in design, ICFF annually attracts more than 25,000 design enthusiasts from all over the world. *"We are excited to be back for a third year in a row. The fair gives our members the chance to present their latest introductions to the top designers and architects in the industry,"* says **Franco Manfredini**, chairman of Confindustria Ceramica. The 11 Italian tile companies participating in the pavilion, which include: **Appiani, Atlas Concorde, Casalgrande Padana, FAP, Giovanni de Maio, Impronta Ceramiche, Imola, Mirage, Petracer's, Rondine, and Vogue** will come equipped with a modern mix of design-driven collections to match the aesthetic of the discerning attendees. **Aniello Musella**, Trade Commissioner and Executive Director for the USA, adds, *"It is great to have a fair like this in our back yard. Our Ceramic Tile Department is based in New York and is here to serve as a clearinghouse for information for the Italian tile industry as well as a major link between Italian manufacturers and the North American market. A tradeshow like ICFF is an important opportunity for Italy to communicate and connect with the American design community."*

Ranging from Emilia Romagna to the Amalfi Coast, this group of participating manufacturers represents Italy's main tile producing regions. Each brings with it its own specialty. In terms of products, visitors can expect to see porcelains that offer the technical performance appropriate for exterior cladding, ventilated wall facades and raised flooring systems; new sustainable introductions made with a percentage of recycled content; handcrafted ceramics and designer-label collections.

In addition to the pavilion, Italian manufacturers including **Lea North America** and **Mutina** will be launching new collections at the show. The Lea booth (1248) promises to be a great place to see oversized and super thin porcelains. Mutina is sure to be the buzz of the Stone Source exhibit (2026). This year, internationally renowned designer Patricia Urquiola will at the booth on Saturday, May 14 to talk about her ongoing collaboration with the Italian tile manufacturer and her latest work in the world of porcelain.

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](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](https://www.facebook.com/CeramicTilesOfItaly) or <http://twitter.com/tilesofitaly>.

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