

CERAMIC TILES OF ITALY COVERS NEW YORK CITY DURING DESIGN WEEK *Participating Manhattan Tile Dealers Offer Special Promotions On Italian Tile*

(New York, NY - May 2011) For the third year in a row, the **Ceramic Tiles of Italy** flag will fly outside showrooms across the city. In honor of the **2011 International Contemporary Furniture Fair (ICFF)** and New York Design Week, the Italian Trade Commission and Confindustria Ceramica have organized a citywide dealer campaign to recognize local Manhattan dealers of Ceramic Tiles of Italy. From **May 13-21, 2011** twelve tile showrooms will be offering special deals on Italian porcelain and ceramic collections. The initiative underscores Ceramic Tiles of Italy's commitment to their valued American partners and is the perfect complement to the trendsetting products on display inside the Italian pavilion (**booth #1632**) at the Jacob K. Javits Convention Center.

According to **Aniello Musella**, Trade Commissioner and Executive Director for the USA, *"New York City continues to be an integral market for the industry and one that really believes in quality products, international style and green design. Our Italian tile manufacturers share the same principals. We are happy to work together with our dedicated distributors to bring eco-friendly, design forward tiles made in Italy to the tri-state A&D community and savvy consumers."*

Vittorio Borelli, president of the commission for promotional activities and tradeshow of Confindustria Ceramica, adds, *"ICFF is becoming more like the Milan Furniture Fair. With so many offsite events going on around the city during Design Week, we wanted to create a special campaign that supports dealer locations where Ceramic Tiles of Italy is sold throughout Manhattan."*

Look for the ***Ceramic Tiles of Italy Sold Here*** banner outside the entrances of participating Manhattan Italian tile distributors. Each showroom has created a special incentive for buyers, from special pricing to Italian culinary treats. With a wide-range of Italian tiles available in the Manhattan market, from industrial to delicate, digital to hand-painted, the A&D community and design enthusiasts will easily find the product that fits their unique projects.

Dealers involved in the promotion include:

- **AFNY – 22 West 21st St., 5th Floor**
- **Artistic Tile – 38 West 21st St.**
- **Cancos Tile & Stone – 22 West 21st St.**
- **Ceramica Arnon – 112 West 27th St.**
- **Complete Tile Collection – 42 West 15th St.**
- **Chelsea Arts Tile & Stone – 153 West 27th St., Suite 304**
- **Hastings Tile and Bath – 150 E. 58th St.**
- **Nemo Tile – 48 East 21st St.**
- **NY Stone Manhattan – 30 West 21st St.**
- **Sicis North America – 470 Broome St.**
- **Town and Country – 230 Fifth Ave., Suite 1714**
- **Walker Zanger – 37 East 20th St.**

Ceramic Tiles of Italy will be shining the spotlight on these dealers throughout the campaign. Visit our Facebook (www.facebook.com/CeramicTilesOfItaly) and Twitter (twitter.com/tilesofitaly) pages for the latest news from the streets.

Ceramic Tiles of Italy is the trademark for Italian manufacturers of ceramic tiles that are members of Confindustria Ceramica. For a list of participating dealers and their respective addresses as well as a complete schedule of ICFF events, 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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