



CERAMIC TILES OF ITALY HEADS TO LOS ANGELES FOR DWELL ON DESIGN 2011
Showcasing Design, Sustainability and Trends in Italian Tile
With Multi-Brand Exhibit and Sustainability Seminars

(New York, NY – June 2011) For the third year in a row, **Ceramic Tiles of Italy** will connect with design trade and savvy consumers on the west coast at **Dwell on Design** from **June 24-26, 2011** at the LA Convention Center. Sponsored by the Italian Trade Commission and Confindustria Ceramica (the Italian Association of Ceramics), the Ceramic Tiles of Italy booth will feature sustainable and design-forward collections from its leading manufacturers. As part of this year's exhibit, the association will host two seminars focused on sustainable characteristics of ceramic tile in two cutting edge residential case studies, **Kona Residence** and **ReVISION House**.

According to **Aniello Musella**, Trade Commissioner and Executive Director for the USA, Italian Trade Commission, "*Dwell on Design has proved to be an important opportunity for Italian manufacturers to connect with LA's vibrant A&D community face to face.*"

Franco Manfredini, president of Confindustria Ceramica, adds, "*The west coast remains a critically important market for us since sustainable materials and energy-saving technologies are top of mind for architects and designers there.*"

This year, as a show sponsor, the institutional exhibit (**booth #1045**) will feature contemporary collections from 19 leading Italian ceramic tile manufacturers. From wood and marble looks to graffiti art and patchwork details, the Ceramic Tiles of Italy booth will show off the newest designs in ceramic and porcelain tile. Tile experts will be in the booth to share the latest sustainable advancements in tile and give out promotional materials including the CTI Green Card, which lists 10 sustainable attributes of tile, as well as a list of tile dealers in the local area.

To exemplify the association's commitment to sustainability, Ceramic Tiles of Italy will sponsor two seminars on the Sustainability Stage on **Friday, June 24** from **3:00-3:25pm** and **Saturday, June 25** from **11:30-11:55am**.

On Friday, 2011 Ceramic Tiles of Italy Design Competition winner **Hagy Belzberg**, of Belzberg Architects, will present: "**Sustainable Material, Case Study: Kona House.**" While the Kona Residence in Kona, Hawaii features many 'green' qualities including a sophisticated water catchment system, photovoltaic panels, and teak siding, the focus of this case study will be the choice of Italian porcelain tile used throughout the home. Floor Gres was chosen because of its high performance in harsh environments and its ability to withstand the extreme sun, chemicals from the local volcano and sea salt.

Then on Saturday, **Ron Jones**, sustainability expert and Editorial Director of *GreenBuilder*, will present "**Sustainable Ceramics. Case Study: ReVISION House.**" The presentation on this energy-saving retrofit home, designed by Patricia Gaylor, will focus on ceramic tile used

throughout the Orlando, Florida, home because of its durability, lifespan, non-toxic emissions and resistance to extreme weather conditions.

After Dwell on Design, Ceramic Tiles of Italy will start to prepare for Cersaie – the world's largest exhibition of ceramic tiles and bathroom furnishings – from September 20-24, 2011 in Bologna, Italy.

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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>.