



**CERAMICS OF ITALY BLOOMS AT SPRING TRADE SHOWS**  
***Showcasing New Designs and Technologies at HD Expo and ICFF 2012***

**(Spring 2012)** Spring is a time of fresh sensations: blossoming flowers, warm rays of sun, and new ceramic tile trends! Italian ceramic tile is an inherently versatile design solution, and it evolves each year in new and astonishing ways. Ceramics of Italy springs forward this May at trade shows across the country to display exciting new developments from the finest Italian tile manufacturers with superior quality, design excellence, durability and sustainability. Sponsored by Confindustria Ceramica (the Italian Association of Ceramics) and the Italian Ministry of Economic Development, Ceramics of Italy will host multi-brand exhibits at the Hospitality Design Expo in Las Vegas followed by the International Contemporary Furniture Fair in New York City, with support from the Italian Trade Commission.

Ceramics of Italy will make its first appearance at the **Hospitality Design Expo** from **May 15-17, 2012** at the Sands Expo & Convention Center in Las Vegas. The institutional booth (#1860) will highlight new wall and floor collections from Italy's leading manufacturers ideal for hospitality settings. **Atlas Concorde, Fap Ceramiche, Giovanni De Maio, Marca Corona, Mirage Granito Ceramico** and **Petracer's Ceramics** will illustrate the versatility of their collections – from hard-wearing tile ideal for high traffic hotel lobbies and restaurants to anti-slip surfaces perfect for spas, pools, or outdoor terraces – in a series of mini-exhibits in the booth. In addition, Ceramics of Italy will display the latest design and technology trends such as wood and stone looks, super thin and large format slabs, and digitized patterns created with the latest ink-jet technology. Staff will be on hand to give out information on the industry including the latest edition of *Cer Magazine* and to connect attendees with US distributors.

Immediately following the HD Expo, Ceramics of Italy will move to the east coast for the 24<sup>th</sup> Annual **International Contemporary Furniture Fair** from **May 19-22, 2012** at the Jacob K. Javitz Convention Center in New York City. At this renowned event focused on cutting-edge home design, Ceramics of Italy will show the Big Apple fresh tile trends ranging from classic to contemporary and decorative to hi-tech in booth #1432. The multi-brand booth will house nine of Italy's leading tile manufacturers including: **Atlas Concorde; Ceramiche Refin; Cooperativa Ceramica d'Imola; Cotto d'Este; Fap Ceramiche; Mirage Granito Ceramico; Palagio Engineering – Gruppo Vivaterra; Sant'Agostino; and Settecento mosaici e ceramiche d'arte**. In addition, Ceramics of Italy will showcase a range of trend-setting tiles from other companies in the booth.

For updated information on Ceramics of Italy's spring activities or to view new products launching this season, visit [www.italytile.com](http://www.italytile.com)

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Ceramics of Italy is the trademark for Italian manufacturers of ceramic tiles, sanitaryware and tableware, that are members of Confindustria Ceramica. For more information on the ceramic tile sector, visit [www.italiantiles.com](http://www.italiantiles.com). For instant updates on Ceramics of Italy follow the industry at [www.facebook.com/CeramicTilesOfItaly](https://www.facebook.com/CeramicTilesOfItaly) or <http://twitter.com/tilesofitaly>.

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