

CERAMICS OF ITALY LANDS AT ICFE 2012
Presenting New Ceramic Tile Collections to New York's Design Community

(New York, NY – May 2012) Ceramics of Italy is set to draw crowds as nine of Italy's leading ceramic tile companies showcase their new designs at the **International Contemporary Furniture Fair** from **May 19-22, 2012** at the Jacob K. Javits Center in New York City. At this renowned event focused on modern design, Ceramics of Italy will show the Big Apple fresh tile trends for floor and wall coverings in booth **#1432**. Sponsored by Confindustria Ceramica and the Italian Trade Commission, the multi-brand booth will contain mini exhibits from nine 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**. It will also showcase a range of decorative and hi-tech tiles from other Italian companies and information on the latest developments in the industry.

The institutional booth will offer attendees the chance to witness the latest tile trends ranging from urban motifs and wood, stone and concrete looks created with advanced ink-jet technology to LEED-compliant tiles and super thin porcelains. **Franco Manfredini**, President of Confindustria Ceramica, states, *"We are excited to be attending the show for the fourth time. New York is an important market for our Italian companies and the architects and designers we meet every year make it an event we cannot miss."* Italian manufacturers continue to focus on both aesthetic and technological trends that are both bold and progressive in the tile industry.

"We are happy to support the Italian ceramic industry at this important international trade fair. New York is truly becoming an international design destination and it is the products imported from Italy that helped to put it on the map. It is the Italian Trade Commission's mission to assist Italian design leaders like the Italian ceramic tile industry as they continue to grow in this market," adds **Aniello Musella**, Trade Commissioner and Executive Director for the USA, Italian Trade Commission.

This year Ceramics of Italy will also take part in an exciting discussion on the evolution of the surfaces market moderated by Susan S. Szenasy, editor in chief of *Metropolis*. **Matthew Grzywinski**, architect and principal at Gryzwinski+Pons, will represent Ceramics of Italy on this panel sharing trends and info on technological innovations seen on his recent trip to Cersaie in Bologna Italy. He will be joined by Sarah Abdallah, interior designer at the Rockwell Group, Michael Suomi, principal and VP of interior design at Stonehill & Taylor Architects, and Keith Barrette, chief operating officer of BR111..The **Metropolis Dialogue on Surface Trends** will take place on **Monday, May 21 at 4:00pm** in the **ICFF Theater**. Attendees are invited back to the Ceramics of Italy booth (#1432) afterwards for authentic Italian pastries and continued conversation.

For updated information on Ceramics of Italy's participation at ICFE or to view new products launching this season, visit www.italytile.com

###

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. For instant updates on Ceramics of Italy follow the industry at www.facebook.com/CeramicTilesOfItaly or <http://twitter.com/tilesofitaly>.

Media Contacts: Novità Communications 212.528.3160 (note new number)
chris@novitapr.com or kristin@novitapr.com