

CERAMICS OF ITALY TAKES ON NEW YORK *Italian Tile Manufacturers Bring High Design to ICFF 2013*

(New York, NY – May 2013) Ceramics of Italy will once again draw crowds in its 5th year participating in the **International Contemporary Furniture Fair** from **May 18-21, 2013** at the Jacob K. Javits Center in New York City. Sponsored by Confindustria Ceramica (the Italian Association of Ceramics) and the Italian Trade Promotion Agency (ICE) with support from the Italian Trade Commission (ICE's New York office), booth **#1432** will serve as a multi-brand exhibit featuring eight popular Italian tile manufacturers: **Atlas Concorde, Cooperativa Ceramica d'Imola, Fap Ceramiche, Florim, Refin, Sant'Agostino, Settecento, and Tagina**. It will also include a special exhibit on the Ceramics of Italy Tile Competition, celebrating 20 years of exemplary projects by North American architects and designers using Italian ceramics.

The institutional booth will be a wellspring of design inspiration, showcasing the latest introductions in Italian tile. With each collection, manufacturers continue to push the envelope in terms of design and production, transforming ceramic and porcelain into wood, marble, concrete—even paper!—using advanced technologies and eco-friendly manufacturing processes. Staff will be on hand to give out more information about the products on display as well as the latest developments in the industry.

Franco Manfredini, president of Confindustria Ceramica, states, “We are excited to return to ICFF for a fifth consecutive year. New York is an important market for our Italian companies and the connections they make with high-profile decision makers make it an event we cannot miss.”

Pier Paolo Celeste, the new Trade Commissioner for North America at the Italian Trade Commission New York office, adds, “New York has one of the highest concentrations of architects, designers and tastemakers in the country, making ICFF a must-attend event. It is the Italian Trade Commission’s mission to offer attendees the chance to witness the latest tile trends, and therefore assist Italian tile manufacturers as they continue to grow in the US market.”

This year marks the 20th anniversary of the **Ceramics of Italy Tile Competition**, an annual celebration of design and architecture, sponsored by Confindustria Ceramica and the Italian Trade Commission. To honor the occasion, a special interactive exhibit designed by **Maiarelli Studio**, will offer a retrospective look at two decades of exceptional residential, commercial and institutional projects. It will demonstrate how prominent architects and designers are using Italian tile in new and innovative ways and will include this year’s grand-prize winners: the **Barclays Center** by **SHoP Architects**; the **Schaefer/Graf Residence** by **MRSA Architects & Planners**; and the Colorado campus of the **National Institute of Standards and Technology** by **HDR Architecture**.

In the days leading up to ICFF, Ceramics of Italy will offer a digital sneak peek of products on its Facebook page (www.facebook.com/CeramicTilesOfItaly) as well as on Twitter, Pinterest and Instagram (@CeramicsOfItaly). During the four-day show, Ceramics of Italy will be reporting live from the show floor with updates on products,

news, events, and hospitality. They will also host a special **Instagram Contest** with Architizer, a dynamic online community for architects, where ICFF attendees will be encouraged to snap photos of their favorite Italian tiles tagged for the chance to win a trip to Bologna, Italy to attend Cersaie 2013.

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About ICE

The Italian Trade Promotion Agency – ICE is the Government Agency that promotes trade and business opportunities between Italy and foreign markets. With the support of the Italian Trade Commission, ICE's office in New York, it has been working in close collaboration with Confindustria Ceramica (The Association of Italian Ceramics) to promote Italian ceramic Tiles to architects, designers, dealers and distributors through a wide range of activities and services. For more information visit our website www.italytile.com

About Ceramics of Italy

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.

Media Contacts: Novità Communications • 212.528.3160 • chris@novitapr.com or kristin@novitapr.com