



CERAMICS OF ITALY READY TO VIVA LAS VEGAS AT COVERINGS 2014

(Las Vegas, NV – April 2014) In celebration of its Silver Anniversary, **Coverings**—the tile and stone industry’s largest international exposition in North America—is headed to the entertainment capital of the world for four days of tile, stone, and glittering lights. From **April 29 – May 2, 2014**, the **Las Vegas Convention Center** will be the ultimate meeting ground for industry experts, architects and designers, and Ceramics of Italy is pleased to once again be the go-to source for design inspiration and hospitality on the trade show floor. Located in the heart of the Italian Pavilion, Ceramics of Italy’s *Piazza Ceramica* (**Ground Level, Booth L9057**)—designed by e+i studio and organized by Confindustria Ceramica, the Italian Association of Ceramics, with support from the Italian Trade Promotion Agency—will feature a large open gathering space, piazza-like steps, and a dedicated Italian culinary team in the popular café and coffee bar. It will also include an information booth where representatives from the Italian tile industry will distribute the latest promotional materials and information on over 60 Italian exhibitors in attendance.

Piazza Ceramica and the Italian Pavilion

Designed by **e+i studio**, an innovative architecture and design firm based in New York, the award-winning *Piazza Ceramica* will return to Coverings as an exemplar of contemporary Italian design with a touch of Sin City flair. Transforming 3,000 square feet of space into a colorful, inviting and dynamic piazza, the exhibit will showcase a range of products from leading Italian manufacturers including: **Atlas Concorde, Ceramiche Caesar, Emilceramica, Fioranese, Floor Gres, Lea Ceramiche** and **Marazzi**. The floor tiles, set on a raised flooring system, are water jet-cut by **Stratos** to create a curvy, topographic contour design. And of course, the installation and maintenance of the space is made possible with grout, nosing and cleaning products donated by **Mapei, Profilpas**, and **Fila Chemicals**.

The piazza is a perfect spot to take a break from the bustling trade show corridors. Two edges of the exhibit essentially lift at the corners to create cantilevered, tile-clad banks that reveal the ever-popular café, coffee bar and information booth; tiered seating above offers a place to enjoy coffee and pastries in the morning, authentic Italian cuisine for lunch, and an open *aperitivo* in the afternoon, all prepared by the pavilion’s long-running Italian culinary team: Carlo Donadoni and Graziano Sbroggio of **Spuntino Catering** from Miami. Additionally, two columns flanking the piazza will feature beautiful photography of the winning projects of the **2014 Ceramics of Italy Tile Competition** in the commercial/hospitality, institutional, and residential categories—a dose of design inspiration available any time of the day!

For those in search of innovative, eco-conscious and design-forward building materials, over 60 exhibits of Ceramics of Italy member manufacturers will showcase the latest design concepts and technical innovations in tile and adhesives in the Italian Pavilion. In terms of decorative trends, bold graphics, patchwork patterns, three-dimensional surfaces and tiles inspired by ancient stones, rustic wood and industrial materials will be prevalent throughout the pavilion. Moving beyond interior ceramic surfacing, tiles designed for exterior cladding and easy laying systems for renovations and landscape architecture will also make a big impression. Location and

contact information about all of the exhibitors can easily be found using the new **Ceramics of Italy App**, available for download in the Apple iTunes and Google Play stores for mobile devices and tablets.

Show attendees exploring the hallways of the Italian Pavilion will also come across the first manifestation of Ceramics of Italy's new "**We Care**" initiative, which begins with an avant-garde, geometric wall presenting the **Italian tile industry's declaration of purpose**. The interactive manifesto wall will feature a beautiful, typographic arrangement of the Ceramics of Italy mission statement, designed by Brooklyn-based graphic design firm, Maiarelli Studio—a great spot for a photo-op!

Announcements and Awards

The annual **Ceramics of Italy Press Conference** will take place on **Wednesday, April 30 at 4:00PM in Room S219** where representatives from the association will discuss the state of the industry and cover the latest ceramic tile trends in the North American market. They will also announce the winners of the **2014 Ceramics of Italy Tile Competition**, where winning architects and designers in each category will present their projects, and the lead tile contractors and distributors will also be recognized. Afterwards, Ceramics of Italy will host its annual *Aperitivo Italiano* and reveal the recipient of the coveted **2014 Confindustria Ceramica North American Distributor Award**, celebrating the close connection between Italian tile manufacturers and their valued North American partners.

Installation Design Showcase

Demonstrating the symbiotic relationship between beautiful products, imaginative design and expert installation, Ceramics of Italy will participate in the show's annual live attraction: the **Installation Design Showcase**. Over the course of four days, a team of Five Star Contractors from **Artcraft Granite, Marble, and Tile** will build a sustainable, accessible bath from the ground up in **Booth 16097B**. Designed by **Daniel Huard** of the **US Green Building Council Nevada Chapter**, the vignette will showcase a number of Italian tiles from companies like **Ceramiche Caesar, Fioranese, Imola Ceramica, Lea Ceramiche** and **SICIS** that are not only sustainable but also suitable for a universally designed space that is ADA-compliant. Some of the innovations visitors can expect to see include: installing large (3m x 1m) and slim (3.5mm) format porcelain tiles, which will also be cut to clad a custom-fabricated wash basin; cutting tiles to create a series of "waves" in a gradient pattern on the floor; and installing mosaics on a curved surface.

A&D VIP Tour

Building on a successful initiative that launched last year, Ceramics of Italy is hosting a special A&D VIP Tour during Coverings where architects and designers will be treated to an authentic Italian lunch, an A&D Goodie Bag, and a guided tour of the Italian Pavilion. Interested individuals can register at bit.ly/coveringsvip.

Follow the distinguishable "**Made in Italy**" trademark throughout the show to find products of superior quality, durability and environmental responsibility. For live updates, follow Ceramics of Italy on **Twitter** and **Instagram (@CeramicsOfItaly)**. For more information about the Italian tile industry or to find a local distributor, visit 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. Media Contacts: Novità Communications • 212.528.3160 • chris@novitapr.com or kristin@novitapr.com