



**CERAMICS OF ITALY PARTNERS WITH USGBC AND ARTCRAFT  
FOR COVERINGS INSTALLATION DESIGN SHOWCASE**  
*Bathroom Vignette Highlights Universal Design and Eco-Friendly Italian Tiles*

**(Las Vegas, NV – April 2014)** For the sixth year in a row, **Ceramics of Italy** is confirming its position as a leader in ceramic innovation and design by participating in the **Coverings Installation Design Showcase**, an initiative organized by show producers and the National Tile Contractors Association (NTCA). Ceramics of Italy has partnered with the **Nevada Chapter of the United States Green Building Council** and **NTCA Five Star Contractor Artcraft Granite, Marble, and Tile Inc.** to transform a 10' x 20' space into a bathroom vignette that highlights universal design and the sustainable properties of Italian ceramic and porcelain tiles. The live-action demonstration will take place over the course of the four-day show.

Inspired by sand and sea, **USGBC Nevada Director Daniel Huard** selected tiles ranging in color from light beiges and browns to celadon blue and navy to reflect the variegated hues of the ocean. Beyond being inspired by nature, the selected materials are also good for the environment. Huard noted that, "The Italian manufacturers provided so many choices in terms of patterns, coloration, and finish that it was really difficult to finalize a design given the outstanding nature of the options available."

The final selections include a few of the leading brands in the Italian industry, all with standout sustainable qualities: flooring from **Imola Ceramica** produced through a special process that recycles 100% of the water used; Ecolabel certified field wall tiles from **Ceramiche Caesar** punctuated with a central band of **Lea Ceramiche's** large-format, ultra-thin 3.5mm **Slimtech** tiles that are incredibly lightweight and can be installed directly onto existing surfaces; accenting mosaics from **Fioranese** that contain 40% post-consumer recycled content; and a range of setting and grouting materials from **Mapei** that are low-emitting, contain recycled content, and can contribute to LEED certification points. A custom-built washbasin will be a centerpiece of the design; its 7-foot long counter will also be clad with Slimtech, with a jewel-like bowl of **Sicis** mosaics. It will also pick up and carry over the accent mosaics from the wall for a unified look. It was a natural choice for Ceramics of Italy to sponsor this installation because the industry in its entirety takes sustainability seriously. Making sure all of their products are produced responsibly, recycling a majority of production waste and water, cutting carbon emissions using improved firing technologies, and complying with national and international environmental standards are just a few steps Italian tile manufacturers are actively taking to go green. Adding to the showcase of eco-friendly products, the vignette will also feature water-saving shower and bathroom fixtures from **Hansgrohe/Axor**, and the high-tech, multifunction **SensoWash Starck C** toilet-bidet from **Duravit**.

"The bathroom has the ability to be one of the most sustainable rooms in a building if materials are considered," explains Huard. "The seemingly unrelated priorities of accessibility, sustainability, and aesthetics can certainly coexist there and designers should consider all three in a holistic design approach. This installation should provide some inspiration in that regard." A few **ADA-compliant** design considerations for the installation include floor tiles laid at a 45° angle to assist the visually impaired find their way around through feeling, with the continuous bands of contrasting colors and textures on the walls giving additional spatial cues.

The universal, sustainable bath will come to fruition in real time on the show site, offering attendees a live demonstration of design and installation excellence. Guests are encouraged to visit the installation daily and document its progress on social media using the hashtags **#CoveringsIDS** and **#Coverings2014**. Once the last tile has been laid and the finishing touches have been made, the show will host an interactive session on **Thursday, May 1st** from **4:00-5:00 PM** in the **Installation Design Showcase (South Hall Level 2, Booth 16097B)**, which will give attendees an opportunity to individually tour each space, discover its details, and discuss each vignette with the designers and contractors. A celebratory champagne toast and reception will immediately follow. After the show, all of the materials will be donated to **Tile Partners for Humanity**.

# # #

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 them on Facebook ([www.facebook.com/CeramicsOfItalyNA](https://www.facebook.com/CeramicsOfItalyNA)), or on Twitter, Pinterest and Instagram (@CeramicsOfItaly). Media Contacts: Novità Communications • 212.528.3160 • [chris@novitapr.com](mailto:chris@novitapr.com) or [kristin@novitapr.com](mailto:kristin@novitapr.com)