

# Tile News

Special Edition

- 2 Tile Competition Winners
  - 3 What's New at ICFF
  - 4 Good to Know / What's Next
- 

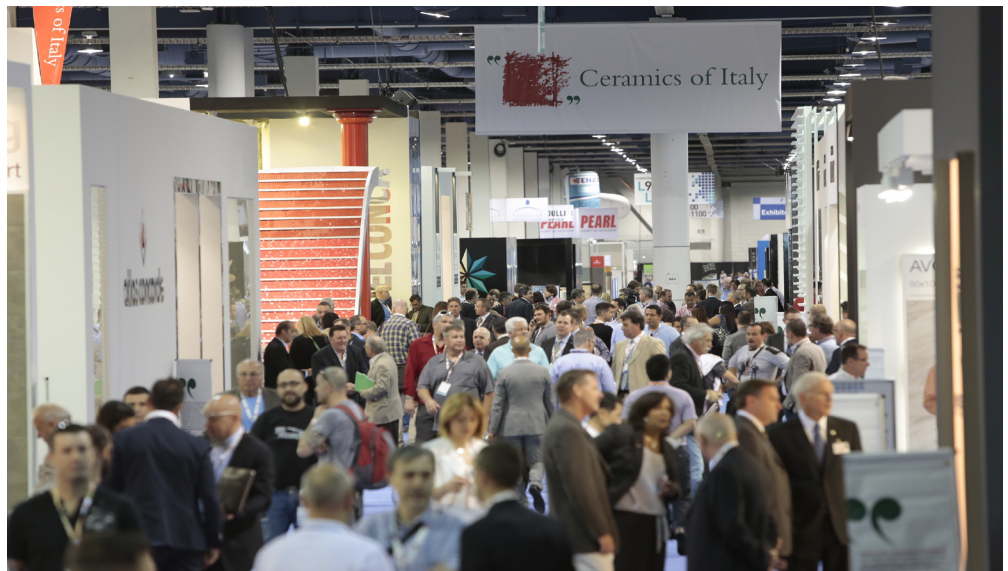
**Published by the Italian Trade Commission of New York**

Ceramic Tile Center, 33 East 67th Street, New York, NY 10065 Tel: 212-980-1500  
italian.tiles@italtrade.com www.italytile.com



## Welcome Back

*We are so pleased to present the latest issue of TileNews in conjunction with NYCxDESIGN. Ceramics of Italy has been so busy this spring, so read on and learn more about our activities and trend-setting products. We are particularly excited about our recent design competition winners and our distribution award recipient (Nemo Tile) and our biggest-ever pavilion at ICFF. Also, be sure to check the article on Social so you can stay up to date and connected with our dynamic industry in the days ahead!*



## Ceramics of Italy Goes to Vegas for 25th Anniversary of Coverings

For those lucky enough to be in Las Vegas for Coverings, this year was one for the record books. The show celebrated its 25th anniversary and Ceramics of Italy, as a founding member, celebrated alongside with events, hospitality, and a show-stopping pavilion packed with innovative, drop-dead beautiful tile introductions from close to 100 leading brands.

Highlights from the show include an interactive manifesto wall,

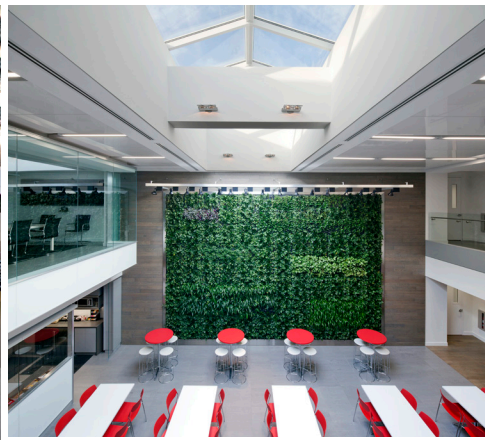


“We Care: A Declaration of Purpose,” that spelled out the Italian tile industry’s guiding principals on sustainability and production, and was created in real time on the show floor. It also offered attendees the chance to share their thoughts as it asked them to tell the world, *What Do You Care About?*—



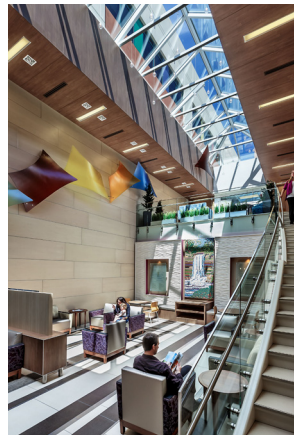
another moment for our committed industry to shine!

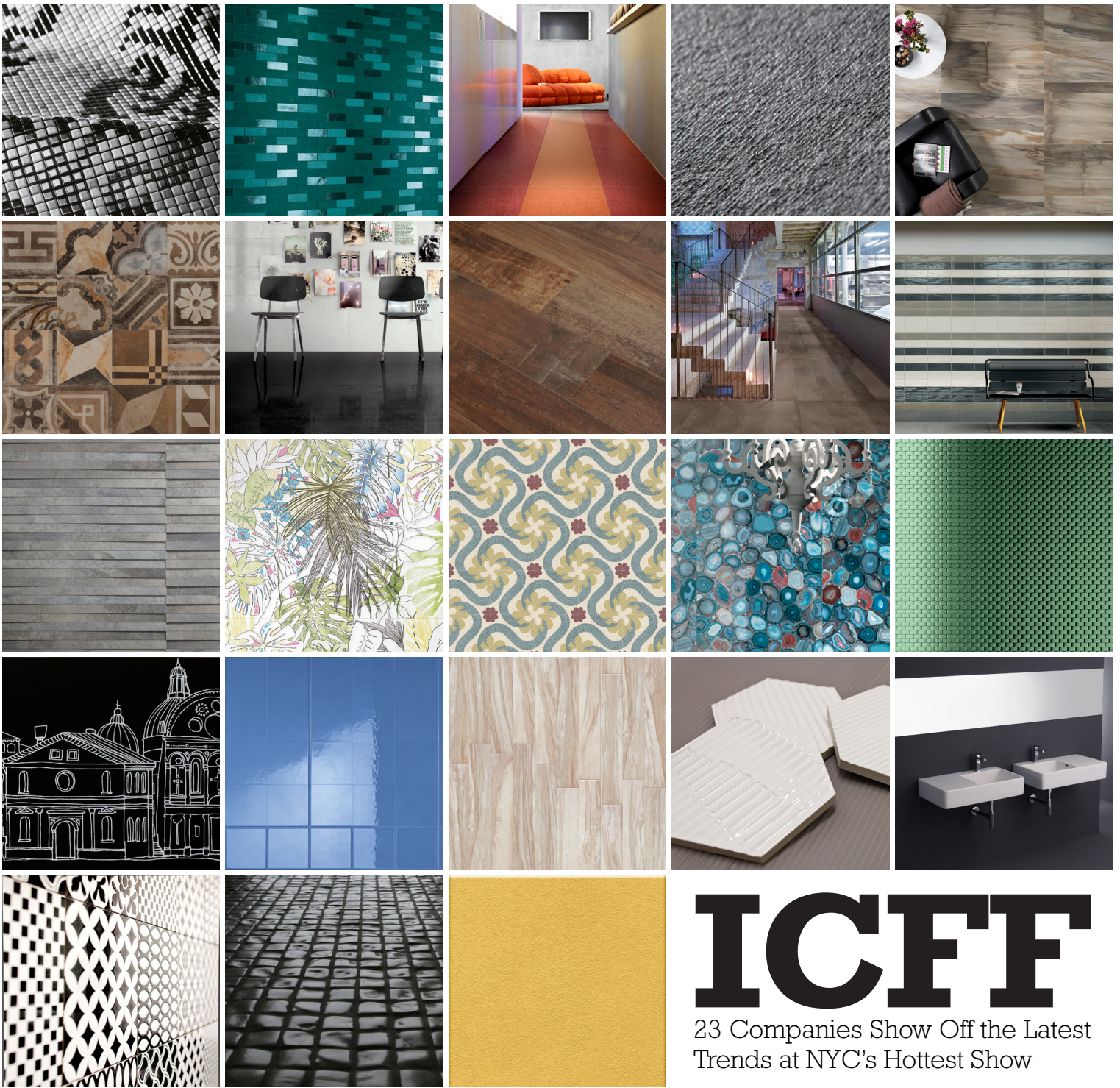
The annual Aperitivo was also a celebratory moment as Confindustria Ceramica honored Nemo Tile Company with the coveted North American Distributor Award, which took place at The Bank nightclub in true Vegas style.



## 2014 Ceramics of Italy Tile Competition Honors North American Architecture

*Clockwise from top:* **COMMERCIAL WINNER:** Corgan Associates Project for Plaza of the Americas in Dallas, TX. **Tile Manufacturer:** Cotto d'Este **Contractor:** Kenma Tile **Distributor:** Horizon Tile / **COMMERCIAL HONORABLE MENTIONS:** Mojo Stumer Associates for Luxottica Headquarters in Port Washington, NY **Tile Manufacturer:** Mirage **Contractor:** J.T. Magen & Company **Distributor:** Cancos Tile Corporation / Leo A Daly for Frenchman's Reef & Morning Star Marriott Beach Resort in St. Thomas, Virgin Islands. **Tile Manufacturer:** Unicom Starker **Contractor:** Raider Construction **Distributor:** Concept Surfaces / **INSTITUTIONAL WINNER:** MGA Partners for Morgan Hall, Temple University in Philadelphia, PA **Tile Manufacturer:** Mirage **Contractor:** Belfi Brothers **Distributor:** High Style Stone & Tile / **INSTITUTIONAL HONORABLE MENTIONS:** Gow Hastings Architects, Inc. for Paul H. Cocker Architecture Gallery, Ryerson University in Toronto, Canada **Tile Manufacturer:** Laminan **Contractor:** Gaydor Flooring, Inc **Distributor:** Stone Tile International, Inc / HDR Architecture for The Mother Baby Center at Abbott Northwestern Hospital and Children's Hospitals & Clinics in Minneapolis, MN **Tile Manufacturers:** Atlas Concorde, Ceramiche Caesar **Contractor:** Grazzini Brothers & Company **Distributor:** RBC Tile and Stone / **RESIDENTIAL WINNER:** DI Group + Adeet Madan for 355 Mansfield in Los Angeles, CA **Tile Manufacturer:** Refin Ceramiche / **RESIDENTIAL HONORABLE MENTIONS:** Narofsky Architecture for Chabra Residence in Port Washington, NY **Tile Manufacturer:** Lea Ceramiche **Contractors:** John Cushue-Metropen; Rocco Tile **Distributor:** Lea Ceramiche / Mario Bolivar Study of Architecture an Design for Isla de Fuego in Cancun, Mexico **Tile Manufacturer:** Provenza **Contractor:** Maline Tiles **Distributor:** Maline Tiles





# ICFF

23 Companies Show Off the Latest Trends at NYC's Hottest Show

Ceramics of Italy's presence at ICFF (Booths 1424 and 1432) at the Javits Center in New York has grown over the years thanks to support from the Italian Trade Commission and Confindustria Ceramica. 2014 will be its biggest year yet, with 23 companies exhibiting trend-setting new introductions. Trends to look out for include: an artistic new take on faux porcelains and woods, rough hewn surfaces; fashion-forward patterns that feature textile looks, plaids, florals, industrial finishes that recall cement

and metals; geometric formats with textured, oversized hexagons taking center stage; outdoor-indoor solutions with new tiles in super thick formats that can be set outside in grass or gravel with no adhesives; and versatile, super-slim sizes that can be set directly over existing materials in wall, floor or furniture applications—so much to see! We will be hosting a special tour with material specialist Paul Makovsky, Editorial Director of Metropolis on Saturday, May 17 at 4 PM. Please join us!

Exhibiting companies include:

Appiani  
Atlas Concorde  
Ceramica Bardelli  
Ceramiche Cerdisa  
Ceramiche Cisa  
Ceramiche Refin  
Cotto d'Este  
Edimax  
Emilceramica  
Fap Ceramiche  
Florim Ceramiche  
Gamma Due

M.I.P.A.  
Mirage Granito  
Ceramico  
Mosaico+  
Cotto Veneto  
Sant'Agostino  
Serenissima Cir  
Settecento  
Simas  
Tagina  
Vallelunga  
Vogue



## New Digital Tools for Tile Lovers

A dynamic new digital tool recently launched to help visitors discover Italian ceramics at design fairs worldwide. The Ceramics of Italy app allows attendees of Mosbuild, Coverings, and ICFF to easily locate Ceramics of Italy companies and organize their visits at each fair.

This app joins the Italian Trade Commission's web-based Tile Search tool on [www.italytile.com](http://www.italytile.com), which allows users to search a continually updated database of Italian tile manufacturers and dealers. The website is also the go-to address for information about Ceramics of Italy activities in the North American market.

## Sustainability Spotlight: IDS

For the sixth year in a row, Ceramics of Italy confirmed its position as a leader in ceramic innovation at the Coverings Installation Design Showcase. The association partnered with the Nevada Chapter of the United States Green Building Council and NTCA Five Star Contractor Artcraft Granite, Marble, and Tile, Inc. to create a sustainable and universally accessible bathroom installation—live on the show site. Tiles featured included: 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 was a centerpiece of the design; its 7-foot long counter was also clad with Slimtech, iced with a jewel-like bowl of Sicis mosaics.

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.

## Get Social with Ceramics of Italy

We love sharing our passion for Italian ceramics with you! To stay in the know about the latest events and activities from Ceramics of Italy, real-time updates from trade shows, and plenty of eye candy to inspire your next design project, get social with us!



@CeramicsOfItaly  
[facebook.com/CeramicsOfItalyNA](https://www.facebook.com/CeramicsOfItalyNA)

### PENCIL THESE IN

**The Italian Scoop**  
 May 17, 2014  
 4:00 PM  
 ICFF @ Javits Center

Grab a refreshing scoop of gelato and tour the Ceramics of Italy Pavilion with materials specialist and Metropolis Editorial Director Paul Makovsky. Learn about the latest trends and technologies in the Italian ceramic and porcelain industry.

**Cersaie 2014**  
 September 22-26, 2014  
 Bologna Exhibition Center  
 Bologna, Italy

Start booking your flights! Cersaie, the world's premier ceramic tile and bathroom furnishings exhibit, will return to the Bologna Exhibition Center. Each year, the show features an international array of products from almost 1,000 exhibitors.

## Read the Industry's New Manifesto

**WE BEGIN WITH WHAT WE STAND ON: CLAY AND SAND.** WE FORM IT INTO SLABS AND FIRE IT AT VOLCANIC TEMPERATURES. OUR TILE CAN BE HUMBLE. IT CAN BE MAJESTIC. IT CAN BE SHAPED IN AN INFINITE NUMBER OF WAYS. IT CAN WITHSTAND FIRE. IT CAN WITHSTAND EXTREME CONDITIONS. IT BREATHES WITH A SINGLE TILE CAN BE AS LARGE AS A TABLE, AS THIN AS WIRE.

**ITS ENVIRONMENT.** IN ITALY IT IS OUR LEGACY AND OUR FUTURE. WE ARE ENGINEERS AND DESIGNERS, LABORERS AND ARTISTS. WE PRACTICE THIS ANCIENT CRAFT USING THE MOST INNOVATIVE TECHNOLOGY. THAT SET THE STANDARD FOR OUR FIELD.

**WE CARE: A DECLARATION OF PURPOSE** WE USE SUSTAINABLE PRACTICES THAT SET THE STANDARD FOR OUR FIELD. WE CARE FOR WHAT MATTERS. THE HUMAN COMMUNITY. THE NATURAL WORLD. WHEN YOU THINK OF TILE, WHEN YOU THINK OF DESIGN, WHEN YOU THINK OF WHAT WILL LAST, THIS IS WHERE YOU BEGIN. THIS IS WHERE WE STAND.



The Italian Trade Commission is the government agency that promotes trade and business opportunities between Italy and foreign markets. For decades, the Italian Tile Center at the Italian Trade Commission in New York has worked in close collaboration with Confindustria Ceramica (The Association of Italian Ceramics) to promote Italian ceramic tiles to architects, designers, and distributors through a wide range of activities and services. Our services range from seminars to participation in trade shows to our most popular function, an online Tile Search, which allows users to search our database of Italian tile manufacturers and locate U.S. and Canadian dealers.

For more information, visit our website [italytile.com](http://italytile.com) or contact us at: Italian Trade Commission, Ceramic Tile Center, 33 East 667th Street, New York, NY 10065 e-mail: [italian.tiles@italtrade.com](mailto:italian.tiles@italtrade.com) Content: Novità Communications, Design: Casa Gatsby

