

Tile News

**Winter
2004/2005**

TileNews is a
quarterly newsletter
dedicated to Italian
Ceramic Tiles
published by the Italian
Trade Commission -
Ceramic Tile
Department in
cooperation with
Assopiastrelle
www.italytile.com

ON THE COVER:
Sicis, "Waterglass"

Visit our website:
www.italytile.com

Bisazza Mural Celebrates Marine Life at New York City's Chelsea Recreation Center

Thirty years after original construction began, New York Mayor Michael R. Bloomberg, along with other NY officials, cut the ribbon at the Chelsea Recreation Center. Boasting six floors of facilities, including a swimming pool, a gymnasium with full-size basketball court, and a computer lab, the new center now serves as a cultural hub for the community.

In addition to state-of-the-art facilities, the Chelsea Recreation Center features five handcrafted murals depicting aquatic life, each containing approximately 175,000 hand-placed mosaic tiles donated by Bisazza. These 10mm (3/8") glass mosaic tiles were manufactured in Italy and then shipped to Bisazza North America in Miami, where proprietary computer software translated the pixels from the marine life photographs taken by Japanese photographer Tsuneo Nakamura into tiles. The tiles were then placed onto sheets measuring approximately one square-foot each.

"To see them in real life, under the pool's skylights, they're such wonderful, living colorful murals," said Parks & Recreation Director of Architecture Vincent J. Colangelo. "We appreciate all of the efforts made by the Italian Trade Commission and are looking forward to partnering with them on future projects."

The Chelsea Recreation Center was originally envisaged in the late 1960s, but construction was interrupted as a result of the fiscal crises of the 1970s. Now, twenty-five years later the center has finally been completed. This first recreation center to open in Manhattan in over 30 years was designed by the architecture firm Koutsomitis Architects, P.C. and was built by the NYC Department of Design and Construction.

As with all of the City's recreation centers, it also serves as a community center. City recreation centers receive over a million visits from children and adults each year.

The handcrafted murals, depicting aquatic life at the Chelsea Recreation Center, were donated by Bisazza



Houston Seminar Explores Sustainability

For the past few years, sustainability has been the hot topic in the ceramic tile industry. Italian tile manufacturers continue to show their dedication to responsible tile production. This year the Italian tile industry launched a new web site www.s-tiles.com dedicated to the subject of sustainability and Italian ceramic tile. More recently, the Italian Trade Commission and Assopiastrelle teamed up

to present a seminar titled, "Exterior Cladding with Porcelain Ceramic Tiles / Green Materials for Green Architecture". The session was designed to explore the specification process, the "Green Building Rating System Criteria" and different applications for ceramic tile as an exterior cladding curtain wall system.

The interactive seminar, held at the Westin Oak Hotel in Houston, Texas, featured guest speaker Arturo Mastelli, President of AM&A. Mr. Mastelli spoke to an audience of American architects, industry professionals and engineers - addressing topics such as sustainable building design and budget, ceramic tile eco-friendly products; European/USA guidelines and compatibility (EPA/EMAS)

and energy savings when using ceramics as exterior cladding. He also discussed a case study, "Green Building Rating System Criteria", that was applied to a building in Miami, Florida. In addition, Mr. Mastelli tackled questions that included: Can ceramic tiles be used for new construction and renovation projects; How important is a ventilated facade; What standards should be applied when using exterior ceramic tiles; And do web sites and vendor literature provide you with the proper product information?

All in all, the seminar proved to be a success by furthering design-industry professionals' knowledge of the green Revolution. The informative session was registered for AIA CES Learning Units and HSW (health, safety and welfare).

Ceramic Tiles of Italy Shine at New Luxury in Living Exhibit

Ceramic Tiles of Italy is pleased to participate in a new exhibit titled Luxury in Living - Italian Designers for Italian Industries, taking place at the Loft Building in the Miami Design District from November 30, 2004 to January 12, 2005. The striking exhibit focuses on the excellence of luxury products designed and produced in Italy. Presented by the Italian Trade Commission, in partnership with Assopiastrelle and the other leading Italian Manufacturers Associations, this new initiative is a part of the Abitare Italia - Life in I Style project.

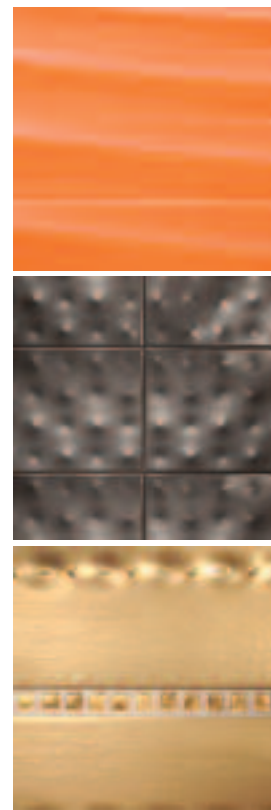
Italy enjoys an unchallenged leadership position in the world of ceramic tile design and production technology - continually setting industry standards and trends. This commitment to innovation and dedication to the subject of sustainability is unparalleled in the industry. Over the past twenty years, with improved environmental protection policies and an increased demand for energy efficiency, the Italian ceramic industry has succeeded in improving the quality of its globally marketed products and enhancing its prestige among architects, policy-makers, legislators, bio-architects, eco-designers, as well as distributors and an increasingly large segment of consumers.

The Luxury in Living exhibit will highlight Ceramic Tiles of Italy's tradition of innovation and excellence. Visitors will get a chance to experience a wide range of state-of-the-art ceramic tiles produced by many of the industry's leading manufacturers. Products on display will include tiles created with precious metals; artistic tiles featuring textured surfaces and decorative relief patterns; special materials designed for an award-winning piazza in Kobe, Japan; modular tile systems with coded relief information for the visually impaired; and even sustainable tiles that react with pollution to create cleaner air.

In addition to this curated look at some of the best current production of Italian ceramic tile, the show will include a special section exploring the future of the material. Highlights from a recent exhibit of tile prototypes, launched at Cersaie 2004, and created by student/designer teams from the Master in Design program at Milan's Domus Academy, will be a window into the future uses of ceramic tile. These examples will underscore tile's versatility as an architectural element - inspiring visitors to think about the material in brand new ways. Design teams working on this initiative were led by industry giants: Claudio Raimondo, Massimo Iosa Ghini, Maurizio Corrado, Marc Sadler, Denis Santachiara, Dante Donegani and Giovanni Lauda.

Visitors to the Luxury in Living exhibit will receive a CD Rom with exhibit images and information on U.S. distribution. A show catalog with detailed information of the featured products will also be available. Guided tours and design seminars will focus on design Made in Italy.

After it's first stop in Miami the exhibit will travel to other US cities - offering the possibility for Americans to see and touch the best Italian production in the home furnishings industry.



Some of the Italian tiles presented at the exhibition "Luxury in Living", from top to bottom: Lea, series L14; Coop Ceramica Imola, series Cinetica; Rex, series Atelier

“IT HAS BEEN ESTIMATED THAT IF THE REST OF THE WORLD WERE TO CONSUME LIKE THE DEVELOPED WORLD, WE WOULD NEED THE EQUIVALENT OF FOUR EXTRA EARTHS...”

S_tiles

Excerpt from
Architectural Record -
June 2004

As part of their activities to promote the knowledge and use of Italian ceramic tiles, the Italian Trade Commission and Assopiastrelle, the Association of Italian Tile Manufacturers, have started a communication campaign aimed at introducing the new characteristics of Italian ceramic tiles, especially with reference to the subject of “sustainability.”

The popularity of “green” building has been gaining momentum because of a groundswell of architectural awareness, a deep commitment by vocal members of our profession and widespread acceptance of the perceived virtues of sustainable building.

In late March 2004, the Italian tile industry kicked off a major international campaign it is hoping will push the eco-awareness of the design community even further and address other social and safety issues.

The intent of S_tiles (www.S-tiles.it), the Italian tile industry’s new website, unveiled at Coverings 2004 in Orlando, is to tighten the ties of the industry to the international sustainable building movement. It is also a lengthy and detailed, in-your-face, consciousness-raising manifesto.

“It is imperative that sustainable building and construction become a major focus of the global sustainable development debate,” says Roberto Luongo, executive director for the U.S. at the Italian Trade Commission. “The building and construction sector is one of the largest resource consumer and waste producer in the economy,” he adds.

Buildings, according to the S_tile narrative, not only contribute significantly to greenhouse gas emissions in their construction phase, but the energy consumed for their use and maintenance is among the most consumptive of all activities on the planet.

The modern buildings in which we work rival well-known polluters such as cars and factories as sources of harm to the environment, adding greatly to deforestation, global warming, overuse of water and energy and carbon dioxide emissions, say ceramic tile industry sources. The organization cites

Italian Tile: Classical elegance without environmental expense



An image by renowned photographer Miro Zagnoli, featured on the S_Tiles® Website and a forthcoming book on Italian Ceramic Tile and Sustainable Architecture.

a 1995 Worldwatch Institute report that concluded that:

- 55% of wood cut for non-fuel use was destined to be used in construction.
- 40% of global materials and energy were used by buildings.
- 30% of newly built or renovated buildings suffer from “sick building syndrome,” exposing occupants to stale, moldy and chemical-laden air.

In every country in the world, the built environment normally constitutes more than half the total national capital invested, and construction represents as much as 10% of GDP (gross domestic product). In many developed countries, in terms of weight, it accounts for up to half of all raw materials taken from the earth’s crust. It also accounts for a considerable waste stream. In Europe, says the organization, 40% of all energy use is devoted to the built environment. “The percentage rises to as much as 50 percent in some countries, when construction activities, including material production and transport, are also taken into account.”

Those numbers are evidence of the fact that mainstream architecture is still deeply embedded “in the ‘modernist, constructivist’ tradition,” says James Wines, head of Manhattan-based SITE Environmental Design and author of the best-selling *New Wave Organic Architecture*, now in its fourth printing.

“In an ‘energy-consciousness’ sense, ninety percent of our mainstream designers are as anti-environmental as you can be,” says Wines. “We, in architecture, are still dominated by early twentieth-century influences. “Nobody in the visual arts would be caught dead admitting he was a ‘cubist,’ but mainstream architecture is still trapped in the cubist era.”

The article continues at: www.archrecord.construction.com/resources.conteduc

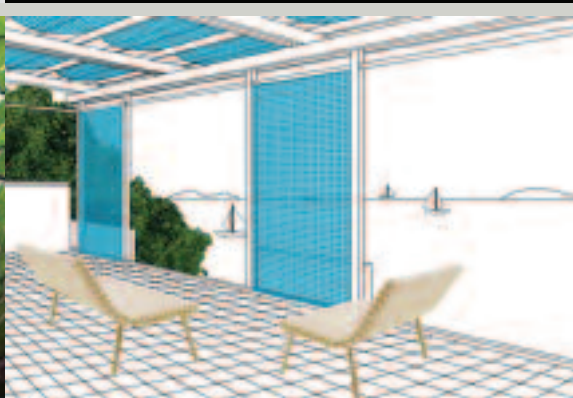
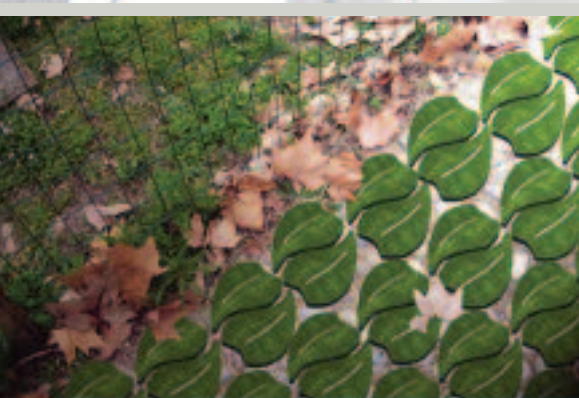
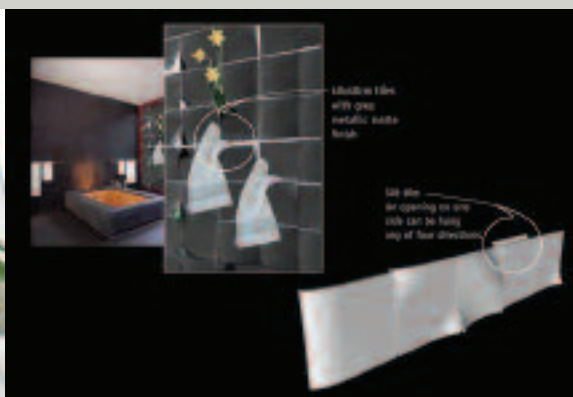
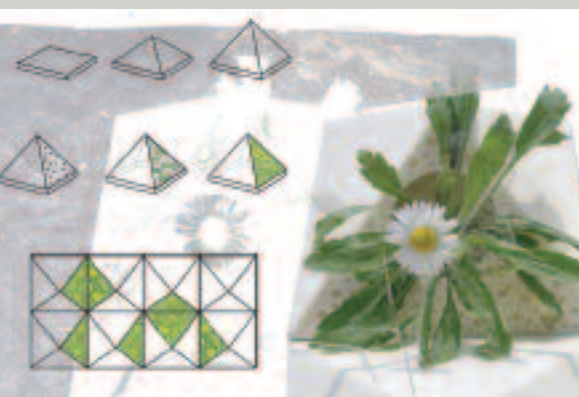
The preceding is an excerpt originally published in *Architectural Record* as part of the magazine’s Continuing Education series. The complete text may be viewed by visiting:

www.archrecord.construction.com/resources.conteduc. To receive AIA/CED credit, architects are required to read the full article and answer related quiz questions.

Highlights from the article also include a look at the sustainability “reformation”, a plan launched in 1999 by the European Commission to increase competitiveness and further the sustainability movement as well as a list of Italy’s standards for ceramic tiles. The article continues with sections entitled “Confronting ‘Sick Building Syndrome’” and “The Issue of Safety” and concludes with AIA/CES quiz.

Domus Academy
Pairs with
Top Industry
Designers
to Explore

THE FUTURE OF CERAMIC TILE



From left to right, top row: **Growing Tile**, project leaders Massimo Iosa Ghini and Maurizio Corrado, a systems for exterior cladding that can support plants, creating a green-wall effect; **Break**, project leader Claudia Raimondo, a series of three-dimensional tiles mounted on an innovative panel system that allow them to rotate and tilt to create visual interest; **Yile**, project leader Denis Santachiara, half-moon shaped tiles, fastened to a base with a movable joint to allow upward and downward movement. Heat and water resistant, these tiles are ideal for lighting and watering systems. Bottom row: **Leaf**, project leader Denis Santachiara, leaf-shaped tiles with LED lights for garden walkways; **Dots**, designed for indoor or outdoor use, allows the user to experiment with different colors and patterns on each side of the screen and **Vis.com**, combining ceramic tiles with LED lights to create a unique new way to display signs on storefronts and add colorful illumination to buildings. Both project were led by Dante Donegani and Giovanni Lauda.

In addition to displaying the newest Italian tile products to hit the market, Cersaie also offered visitors a unique glimpse into the future of the industry. An exhibition titled “Ceramic Tiles Of Italy, Exercises in Architecture” featured a series of new prototypes created by student-designer teams working at Milan’s Domus Academy. Sixty-eight young designers from twenty-four different countries broke up into project teams charged with the task of envisioning new forms and functions for the ceramic tiles of the future. The workshop was led by industry giants: Claudia Raimondo, Massimo Iosa Ghini, Maurizio Corrado, Marc Sadler, Denis Santachiara, Dante Donegani and Giovanni Lauda. The exhibit presented the solutions and innovative applications created when these young visionaries were partnered with leading Italian manufacturers.

Massimo Iosa Ghini and Maurizio Corrado challenged their students to think about sustainability in their projects. One of their design teams created “Growing Tile” a project that featured modular pyramid-shaped tile systems for exterior cladding that can support plants – creating a green-wall effect.

Students led by Claudia Raimondo created “Break” – a series of three-dimensional tiles mounted on an innovative panel system that allow them to rotate and tilt to create visual interest.

Marc Sadler and his students focused on ceramic surfaces in residential and non-residential interior applications. His team created “Tiled Emotions,” large Y-shaped, three-dimensional tiles that can be arranged in a variety of ways to create individual architectural structures that range from furniture to shelving to room dividers.

Under the direction of Denis Santachiara, students explored new technologies and production processes. One prototype titled “Yile” featured half-moon shaped tiles, which were fastened to a base with a movable joint to allow upward and downward movement. Heat and water resistant, these tiles are ideal for lighting and watering systems. Another new project titled “Leaf” featured leaf-shaped tiles with LED lights for garden walkways.

Dante Donegani and Giovanni Lauda, asked their students to consider the role of ceramic tiles in industrial structures such as thermal and acoustic barriers and surfaces for communication. One group responded by attaching ceramic tile to a net and creating a screen-like structure. Designed for indoor or outdoor use, “Dots” allows the user to experiment with different colors and patterns on each side of the screen. A second group constructed “Vis.com” – a project that combined ceramic tiles with LED lights to create a unique new way to display signs on storefronts and add colorful illumination to buildings.

Markitecture Value in Architecture Enhances Cersaie 2004

Record-breaking crowds who attended CERSAIE 2004 were not only treated to a look at the newest trends in Italian tile, but also to a rich program of seminars. The annual design symposium **Markitecture - Value in Architecture** concentrated on the study of design and architecture from around the world as well as the use of ceramics in building. This year's **Markitecture** exhibition, designed by Massimo Iosa Ghini and Studio Azzurro, featured both Italian and international projects that exemplify the vast design potential of ceramic materials. Highlights of the program included a keynote address by renowned architect Alvaro Siza, a series of workshops that focused on innovation, and a two-part conference.

Keynote speaker **Álvaro Siza Vieira** explored the relationship between nature and architecture. Siza, who was honored as the Pritzker Architecture Prize Laureate in 1992, is known for his range of works: from swimming pools to mass housing developments. Credited as one of the greatest living Portuguese architects, Álvaro Siza's seminar at CERSAIE was his latest addition to an already impressive list of lectures at some of the most prestigious institutions worldwide, including Lausanne, Bogotá, and Harvard.

Keynote speaker
Álvaro Siza Vieira



With innovation as a predominate topic, the "Ceramics in Architecture" workshops centered on projects outside the standard product sectors to include many large-scale application projects like airports, sports facilities, shopping areas, and ventilated facades. Representatives from Ceramica Casalgrande Padana, Ceramica Del Conca, Cooperative Ceramica d'Imola, IGuzzini and Marazzi Tecnica explored various application possibilities and discussed the benefits associated with Italian Ceramic Tile.

Luigi Mastrobuono, managing director of BolognaFiere; Sergio Sassi, Assopiastrelle chairman; and Massimo Iosa Ghini, architect and designer; were among several speakers to take part in the **Markitecture** conference. Improving architectural quality was the recurring theme of the meeting. The use of Italian ceramic tiles in large international construction projects such as shopping centers, as the walls of skyscrapers and the floors of offices, shops and banks is one way the Italians are resolving this problem. The conference continued in the afternoon with an analysis of major European projects, including those by Antonio Citterio, Marco Tamino, Umberto Trame and Egbert Kossak.



CERAMIC TILES OF ITALY DESIGN COMPETITION 2005

Submission Deadline Fast Approaching

Attention all North American architects and interior designers – completed submissions for the Ceramic Tiles of Italy Design Competition must be received by January 30th, 2005. This annual awards program, sponsored by Assopiastrelle, the Association of Italian Ceramic Tile Manufacturers, and the Italian Trade Commission, recognizes design excellence in projects that feature Italian ceramic tile. A jury of design professionals will judge projects on their creative attributes as well as how the tiles meet their functional and technical requirements. Submissions from three categories – residential, institutional, and commercial – may be entered for consideration, and winners in each category will receive a cash prize of \$5,000, a trip to Coverings 2005 and be eligible for a trip to CERSAIE 2005, to be held in Bologna, Italy.

Entries may be submitted for domestic and international new construction and renovation projects completed between January 2000 and January 2005. There is no fee for entry.

For more information visit: www.italiatiles.com or www.italytile.com

Check Project Category:

Commercial Institutional Residential

Project: _____

Architect/Designer: _____

Firm: _____

Location: _____

Project Completion Date: _____

Name of Entrant: _____

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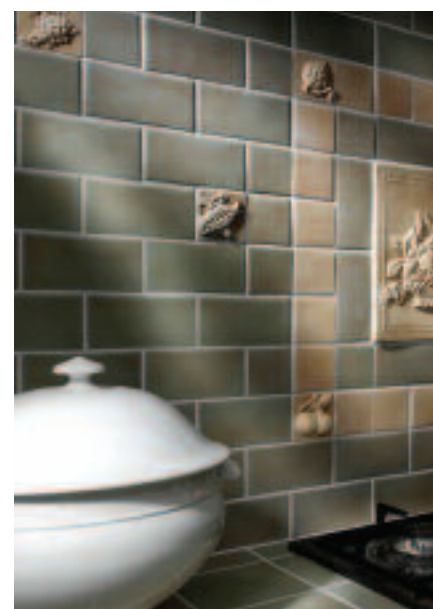
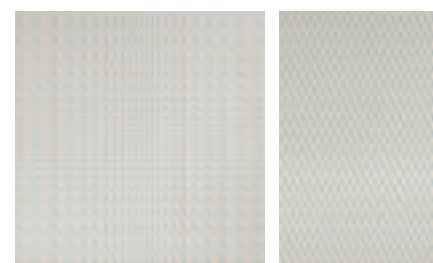
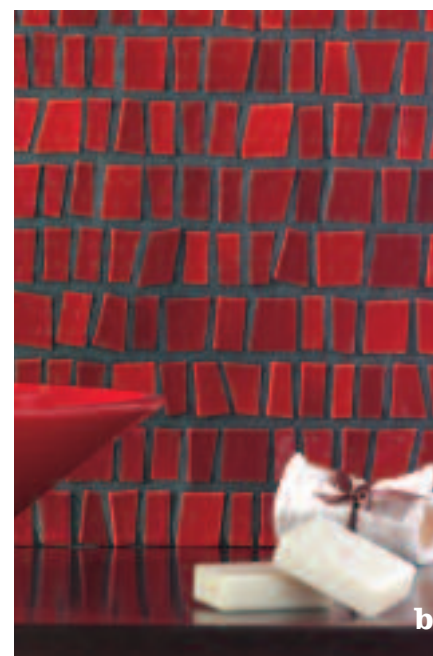
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TileNews

Return form to: Italian Trade Commission, Ceramic Tile Department
Ceramic Tiles of Italy Design Competition 2004
33 E 67th Street - New York, NY 10021 - t. (212) 980 1500

TRENDS AT CERSAIE

The 22nd edition of Cersaie, the world's largest exhibition of ceramic tile and bathroom furnishings, was held September 28th to October 2nd, 2004 at the Bologna Fairgrounds in Bologna, Italy. The show exceeded past attendance figures recording 98,592 total visitors. The addition of two new halls increased the size of the show floor to 156,000 square meters allowing a total of 1,057 exhibitors to participate. With record-breaking attendance and a larger show floor, Cersaie was the perfect place to see the latest Italian trends in color, format, technology and style. At Cersaie, Italian manufacturers mixed a taste for minimalism with richly colored accents that popped in high relief. Cool grey/black tones, slate, stone and concrete looks continue to be popular; however, color, texture and shape were presented in bigger and bolder ways.



1

High & Low Relief

Texture was on display across the show. From bas to high relief, tiles were made to add a touch of richness to any setting. New glaze techniques mixed matte and glossy effects across a single tile surface.

Brix's "Nudo", designed by Milanese Claudio Viola, has the delicate texture of a sandy surface and is available in a range of geometric shapes including polygons, mosaics and strips. Ragno "Origami"'s subtle shapes look like flowers created by folded pieces of paper. Marazzi introduced "Fashion" and "Muri" - two new takes on textural relief.

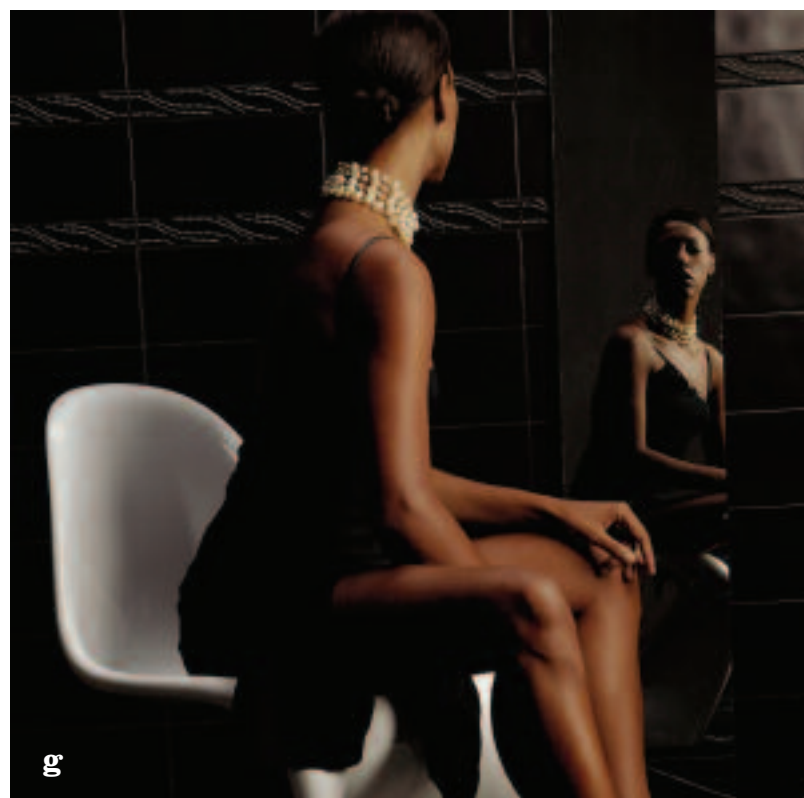
Ceramica Grazia added to its popular ceramic wainscoting series "Boiserie" with two new introductions "Electa" and "Domino". Both collections offer raised panel wainscoting solutions available in soft ceramic tones. Ceramica Di Treviso showed "I Murazzi" - mesh-mounted irregularly shaped mosaics that are available in 16 bold colors as well as "Miraggi" and "Laguna" - two new series that feature wave-like puzzle pieces.

Ceramica Viva showed two delicately textured new series - "Melange" and "Textura". While "Textura" has the feel of a bamboo shade or a Chilewich rug, Melange has the look of a hand-woven textile crafted with natural wools. The new format is ideal for wall, floor or countertop applications.

- a.** Viva "Textura", www.cerviva.it
- b.** Ceramica Di Treviso "Murazzi", www.Ceramicaditreviso.it
- c.** Ragno "Origami", www.ragno.it
- d.** Marazzi "Muri", www.marazzi.it
- e.** Grazia "", www.ceramichegrazia.it
- f.** Brennero "Piramide", www.brennero.com
- g.** Marazzi "Fashion", www.marazzi.it
- h.** Grazia "Domino", www.ceramichegrazia.it
- i.** Brix "Nudo", www.brixweb.it



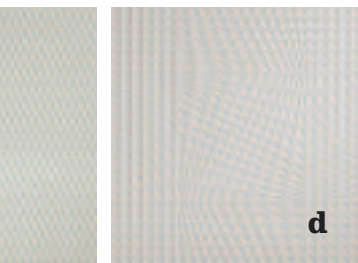
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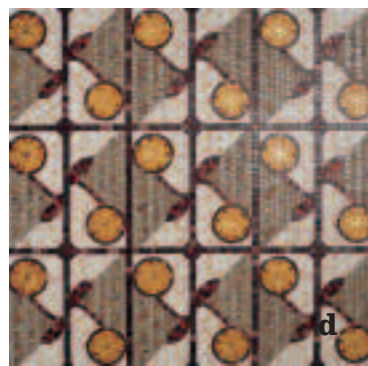
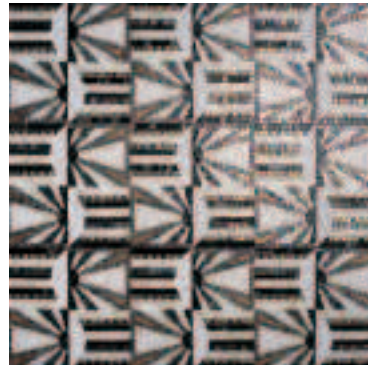


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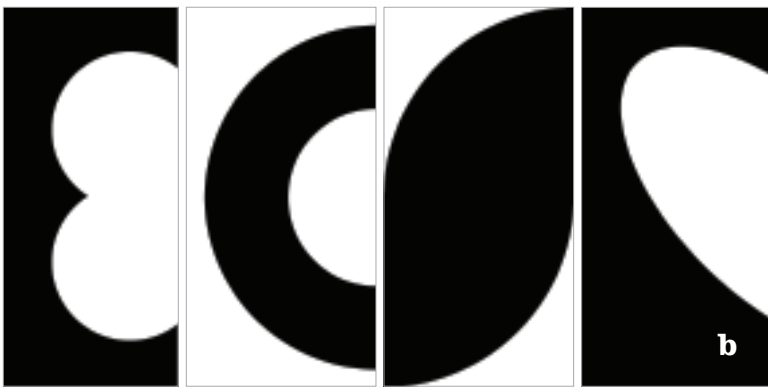


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Retro Color & Form

With a look around at the new collections, one could not help but notice the playful motifs that were inspired by the mod colors and shapes of the sixties and seventies. Circular rings, waves, tiny bumps, sunbursts, and flowers stood out at stands across the show. Many of these new looks were almost sculptural in their surface texture – making a high-impact statement. Ceramica Viva “Prêt à Porter” features organic abstract shapes in bold contrasting colors. Another eye-catching series was Impronta-Italgraniti’s “Twist” which mixed up color and texture. Some other notable examples of these fresh bright looks were: the glass mosaic collection by SICIS and Lea “Progetto 14”.

- a. Lea “Progetto 14”, www.ceramichelea.it
- b. Viva “Prêt à Porter”, www.cerviva.it
- c. Gabbianelli “Garden”, www.gabbianelli.com
- d. Sicis “Glass Mosaic Collection”, www.sicis.it
- e. Impronta Italgraniti “Twist”, www.improntaitalgraniti.com



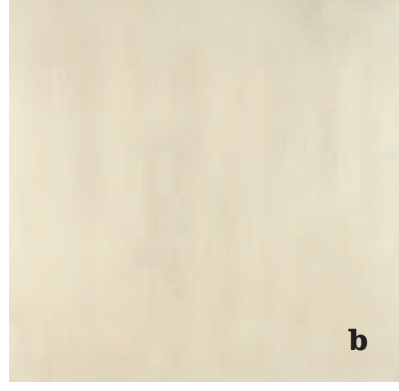
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Homage to Nature

Nature was the inspiration for many Italian tile companies this year. Rex "Abisko" is a playful collection of rich woody looks available in five earth tones: betulla, rovere, iroko, mogano and ebano. A portion of the proceeds from "Abisko's" sales will go back to the WWF World Wildlife Fund for forestation purposes. This makes "Abisko" doubly easy on the forests of the world. Other standout wood looks were spotted at Marazzi "Woods" with a rich mahogany, as well as Rondine "New Wood." Kerex "Comelegno" (which means Like Wood) offers the appearance of wood with the outstanding technical benefits of glazed porcelain tile. Each of these versatile new series includes ceramic wood planks and insert pieces.

- a.** Rondine "New Wood", www.rondinegroup.com
- b.** Marazzi "Woods", www.marazzi.it
- c.** Rex "Abisko", www.ceramicarex.it
- d.** Kerex "Comelegno", www.kerex.it
- e.** Caesar "Feel", www.caesar.it
- f.** Caesar "Reflex", www.caesar.it



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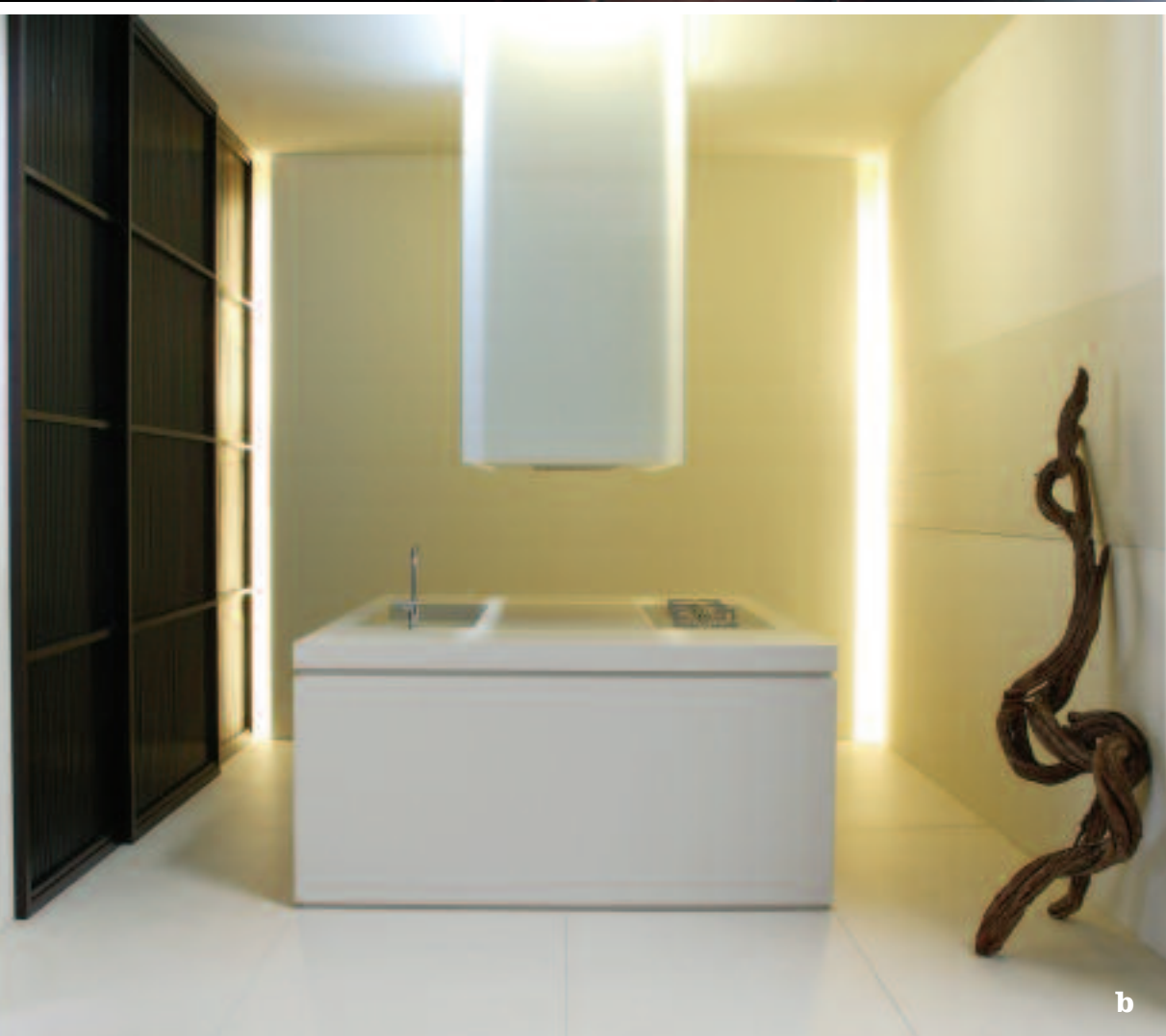
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Oversized Formats

Companies continued to experiment with format and shapes. Cersaie signaled the launch of a brand new technical innovation. Two companies introduced oversized porcelain tiles that are extremely thin. Created with state-of-the-art technology and measuring 3m x 1m, both collections Cotto D'Este "KerLite" and Provenza "Endless" are a slim 3mm thick. Modular formats and minimalist "lofty" looks continue to be popular as Supergres "Suburbia", Floorgres "Sala", Monocibec "Open Space", Edilcuoghi "Compass", Isla "Nexxt", Rondine "Mineraria" and Lea "Midtown" all displayed this trend.

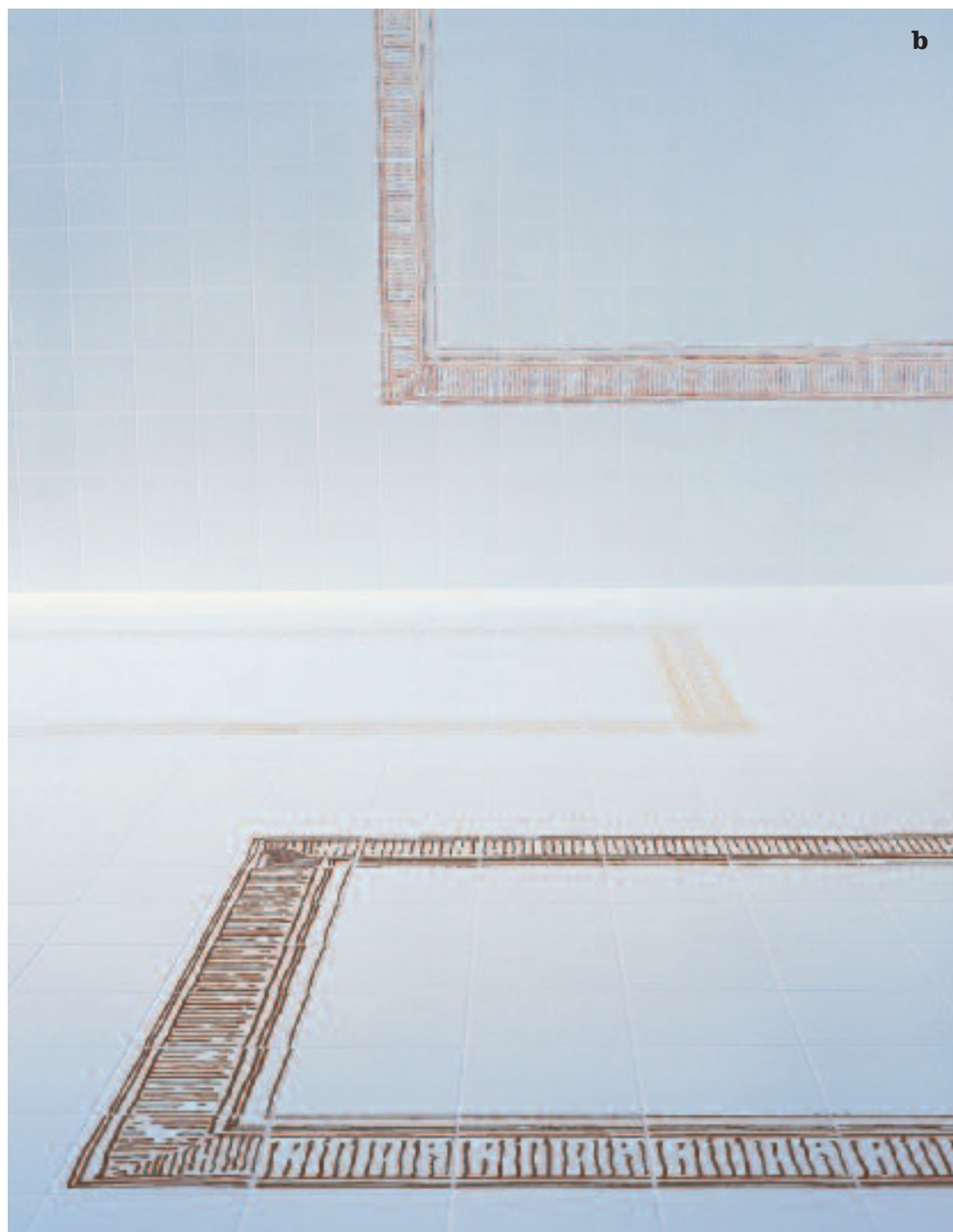
- a. FloorGres "Sala", www.floorgres.it
- b. Provenza "Endless", www.ceramicheprovenza.com
- c. Monocibec "Open Space", www.monocibec.it
- d. Isla "Nexxt", www.islatiles.it
- e. Cerim "Silverstone", www.cerim.it
- f. Edilcuoghi "Compass", www.edilcuoghi.it

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5



a



b

Swirling Color & Metallics

Many exhibitors showed collections that mixed rich color with glass and metallic effects. One such manufacturer is the company Ceramgres, which showed Opus - a line that combines liquid glass cut into thin strips and mixed with ceramic. Gabbianelli showed the work of European designer Wouter Dolk. His new collection titled "Cornici" features cartoon-like frames with a distinctly Baroque feel. Sister company Bardelli showed "Bronzi" a new hand-made floor and wall series, which has the appearance of a rich weave of fine wool and copper yarns. Cotto Veneto presented collections inspired by the Japanese culture. "Echi d'Oriente" is a series of handcrafted under glass decorations. Similar to snowflakes - no two are a like. Cotto Veneto also showed "Informale" a collection that captures the iridescent glazed effects of the raku technique used in Japanese pottery. Refin "Arte de Vivre," a floor series designed by Antonio Bullo, takes one back to the 1970s. Random floor swirls also bring to mind the paintings of Jackson Pollock.

- a. Refin "Arte de Vivre", www.refin.it
- b. Gabbianelli "Cornici", www.gabbianelli.com
- c. Bardelli "Bronzi", www.bardelli.it
- d. Casalgrande Padana "Marte", www.casalgrandepadana.com
- e. Cotto Veneto "Echi d'Oriente", www.cottoveneto.it

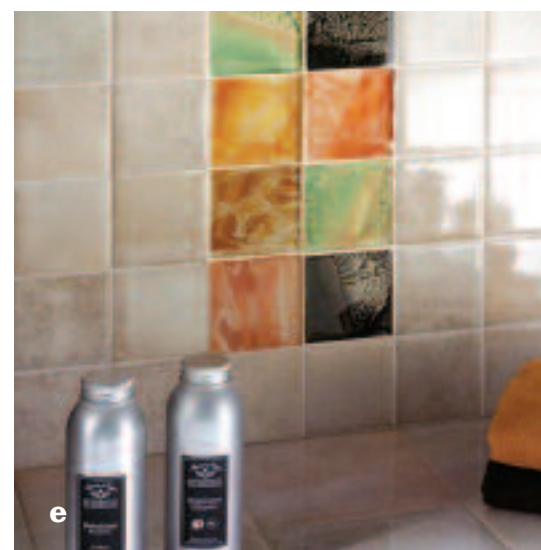
All in all, Cersaie was a real treat for the senses. With color, texture and technological breakthroughs on display, there was truly something for everyone! Cersaie 2005 will be held from September 27th, 2005 to October 1st, 2005 - for information please go to www.cersaie.it.



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Ceramic Tiles of Italy Committed to the AIA Convention & Expo

Plans are already in the works for Ceramic Tiles of Italy's participation in the AIA Convention 2005, which will take place in April in Las Vegas, Nevada. The 2004 show was a great success for Italian tile – generating a lot of feedback and interest from attending architects. The 2004 convention, which was held at McCormick Place in Chicago, IL, featured a selection of new products from Appiani, Monocibec, Cotto Veneto, Provenza, Emilceramica, KlinkerSire, Grazia, Viva and Il Palagio.

The Italian Trade Commission and Assopiastrelle, the Association of Ceramic Tile and Refractory Manufacturers, used their award-winning exhibit, designed by Mauk Design of San Francisco, to highlight ceramic tile and its importance in well-designed environments. The booth also served as a clearinghouse for information on the Italian industry. Catalogues from Casalgrande Padana, Il Palagio, Elios, KlinkerSire, Floor Gres, Ricchetti and Lea were distributed to attendees. Visitors were also treated to a glass of Prosecco Classico that was generously donated by Mionetto USA.

The Italian ceramic tile industry offered a series of accredited professional seminars at their stand. Professor Alessandro Tenaglia of Centro Ceramico di Bologna shared his opinions in a lecture titled "Choosing the Right Tile". Patrizia Lugo Loprieno, director of EOS Environmental Consulting Group addressed the topic of sustainability and Italian ceramic tiles while University of Florence Professor Maria Chiara Torricelli gave a lecture titled: "A new way of using a traditional material: Tuscan Terracotta in the ventilated wall"

For more information on the exhibit or the aforementioned Italian tile manufacturers, visit one of the two Italian tile industry sites www.italytile.com (the Italian Trade Commission- New York) or www.italiatiles.com (Assopiastrelle).

A Look Ahead The Events of 2005

2005 promises to be another successful year as the calendar is already filling up with events featuring Ceramic Tiles of Italy. Mark your calendars to be sure not to miss the following events in which Ceramic Tiles of Italy will be present:

Luxury in Living "Italian Designers for Italian Industries"

Date: November 30th, 2004 – January 12th, 2005.
Location: Loft Building/Miami Design District – Miami, Florida
www.luxuryinliving.com

Seminar

Date: January 21st, 2005
NTCA and the Ceramic Tile Committee of Michigan will host a seminar on exterior cladding by Arturo Mastelli, President of AM&A Marketing
Location: Amway Grand Hotel, Grand Rapids, Michigan
www.tile-assn.com

Coverings 2005

Date: May 3rd – May 6th, 2005
Location: Orlando, Florida
www.coverings.com

KBIS/Woman's Day Exhibit

Date: May 10th – 12th, 2005
Location: Las Vegas Convention Center
www.kbis.com

AIA Convention & Expo

Date: May 19th – 21st, 2005
Location: Las Vegas Mandalay Bay Convention Center
www.AIA.org

Neocan

Date: June 13th – 15th, 2005
Location: The Merchandise Mart - Chicago, IL
www.merchandisemart.com/neocan/

Cersaie 2005

Date: September 27th, 2005 – October 1st, 2005
Location: Bologna Fairgrounds - Bologna, Italy
www.cersaie.it

Stay tuned for more information on Ceramic Tiles of Italy Seminars across the US.

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www.italytile.com

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The Italian Trade Commission Ceramic Tile Department

The Italian Trade Commission offers the following free services to all architects, specifiers and design/building professionals:

Tile Searches

using a continuously updated database listing of U.S. importers, distributors and retailer outlets and the Italian tile they stock, searches are conducted by specific tile requests only by fax (212.758.1050), E-mail (tileinfo@italtrade.com) or website (www.italytile.com)

Publication

TileNews and Italian Ceramic Tile Buyer's Guide, a directory of major Italian manufacturers, lists by tile type, look, special pieces, as well as possible applications.

Personnel

Roberto Luongo
Trade Commissioner and Executive Director for the U.S.A.,

Carlo Ferrari
Deputy Trade Commissioner and

Jacqueline Greaves

Marketing/Promotion Officer, are available to assist you with tile projects, product searches and technical questions.

www.italytile.com

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