



Italian Contract
4HD @HDE expo2012

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ic4hd is an initiative of

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For the second time in a row a selected group of top Italian companies from the hospitality design sector is on show here at the HD Expo 2012 under the **ItalianContract4HospitalityDesign (ic4hd)** banner.

The show welcomes the Italian Pavilion with names of the level of **Flukso, Garden Art, Green, La Cividina, La Murrina, Lea Ceramiche, Mast Elements** and **Roberti Rattan**. **ic4hd** extends a further warm welcome within the Italian pavilion to a category attendance by **Ceramics Of Italy**, the corporate brand name supported by **Confindustria Ceramica** representing Italian Ceramics manufacturers in the world; participants are **Atlas Concorde, Ceramiche Marca Corona, Fap Ceramiche, Giovanni De Maio, Mirage Granito Ceramico** and **Petracer's Ceramics**.

In a nutshell, the very best of Made In Italy is in the limelight with an enviable category of products ranging from Garden Art sunshades to Roberti Rattan outdoor furniture, Lea Ceramiche surfacing, La Cividina upholstery, Mast Elements carbon fibers pieces, Flukso fabrics, Green furniture in plastic materials and La Murrina lighting and glass. The list is completed by the numerous selections presented by top ceramics manufacturers under the Ceramics Of Italy umbrella.

Check out the **ic4hd.com blog** to be taken by the hand through the exhibition and get acquainted with the 4 main areas which make our companies excel internationally: "**icons**" known all around the World, "**numbers**" to characterize each company, "**wide shot**" projects from around the World and "**zoom**" ranging from manufacturing techniques to product innovation.

The blog is also a tank of information and visuals for the press who are invited to contact laura.lazzaroni@lanariassociates.com for further information and high res photos.



GardenArt is the leading producer of Italian sunshades, its products are a benchmark of excellence on the international market. GardenArt provides innovative solutions using unique high-quality canopy fabrics and frame designs. Bringing together years of experience and research, our patented Multivalvola® System has revolutionized the concept of sunshades for large outdoor spaces. GardenArt guarantees the highest quality products on the market. To meet the needs of every client, GardenArt sunshades can be customized. You may choose size, shape, color, materials, fabrics and finishes. All by GardenArt, the shade experts.

Shaped like a four-leaf clover, Quadrifoglio is designed to provide shade and cover for quadrangular spaces. A single central beam of Iroko wood supports four canopies: its space-saving design provides more shade in less space. This elegant parasol is available in different sizes (16'5" x 16'5", 20' x 20', 22' x 22', 23' x 23', 26' x 26', 30' x 30', 33' x 33').



Flukso is an Italian company specialized in edition, production and distribution of fabrics and vinyl-fabrics that are conceived for both Indoor and Outdoor environments. Conceived with constant research in design and high performing materials, Flukso has been operating in its Italian headquarters for more than 40 years and has constantly developed its scope in both European and international markets. Flukso introduces radical innovations in the world of upholstery fabrics for residential, commercial, and hospitality use. Most Flukso fabrics answer all the mandatory skills requested in commercial and hospitality markets (flame retardant, anti-stain, resistant to usury, UV rays, abrasion, and sweat). Flukso collections offer a wide range of coordinated materials and colours to satisfy the most contemporary tastes and preferences in both indoor and outdoor environments.

Unique in its category, Extrema is the queen of ecological leathers for the upholstery industry. An exclusive brand recognized by international designers, Extrema is a coated fabric created with innovative, ecological and high resistance components; a velvet surface obtained by complex coating techniques with exceptional characteristics of duration combined with being practical to use and to clean.



Green

Green is an Italian company which specializes in High Level Furniture (armchairs, chairs, stools, tables made in polypropylene and polycarbonate). Our starting point is both simple and smart: by freely interchanging the colors of the bases, backs, and armrests, each item can truly become a custom-designed chair, armchair or stool. Our products are suitable for use in any indoor or outdoor setting; they are ideal for catering, public places, and events; they perfectly fit into homes, gardens, offices, restaurants, hotels, universities and beyond. Our efficient and accurate service is ensured by a "hands-on, strong-attention-to-detail and highly motivated" team which is constantly growing and led by our drive for success. With quality-service, quality-products, and game-changing innovation as our main discriminators, we aim at becoming one of the leading Italian suppliers of contract furniture solutions, designed primarily to meet the specific requirements of the hospitality and leisure market. We're Green and we look forward to adding value to your home and all your projects.

The Punk chair designed by Archirivolto Design for Green is strong and light at the same time. Destined for success, it is colorful, stackable and suitable for any environment, which can be easily transformed with its combination of colors. Produced with the same special qualities as Punk, the Shark armchair is an original desire to interpret new comfortable shapes. Combining different colored arms and seats, it is easy to obtain a "tailor made" product.



Nautile is an armchair sculpture designed by Peter Harvey for La Cividina and is produced in two versions. The first one is in fabric. Perfect for every context, it is a work of art that offers maximum comfort thanks to the soft and original lines. The second version is totally ecosustainable, manufactured using only ecosustainable materials.

laCividina

Each La Cividina design is intended to be perfect. Design combines with form, materials with function, the heart with the mind.

Design is the result of ergonomic, technical and aesthetic analyses implemented by expert hands which control production and take care of every detail.

The best materials and most appropriate finishes give life to unique sofas and armchairs, interpretations of the true concept of Made in Italy.

Experience, knowledge and passion for the craft are at the base of each successful product. Control of every step when creating a product is the real guarantee we offer customers. To design, and then produce, with a sense of responsibility for the environmental impact of the choices we make helps build a better future.

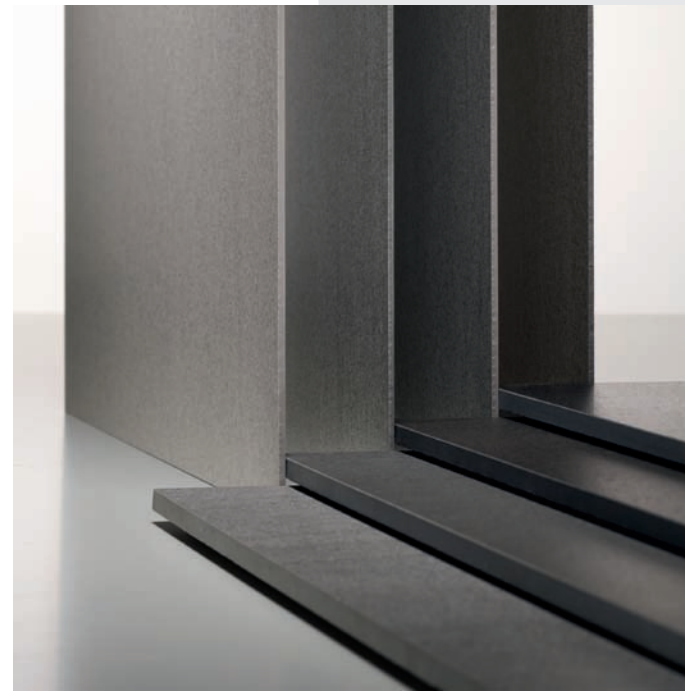
la murrina

M U R A N O

La Murrina, an intuitive company devoted to the timeless art of blown glass; transcending the impeccable techniques and ingenuity of its craftsmen through one-of-a-kind chandeliers. La Murrina's lighting range includes both ornate Venetian classics of elaborate designs and a contemporary collection of bold colours and more simplistic styles. The versatility of the chandeliers, a prism of shapes and tones, defines La Murrina's contract lighting series, dazzling to any discipline of interior design.



Gold and platinum are the metallic finishes chosen by la murrina to enshroud the Luxury series of the Murano glass chandelier par excellence, Veneziano. The result is an enchanting mix of tradition with innovation, past with future. The effect of the glass creates a combination of incomparable radiance beneath the precious finishing. The distinctive shapes interpret the magic, art and skill of thousands of years of Venetian master glass blowers who, time after time, create unique unrepeatable works of art. Timeless jewel, Veneziano Luxury is the latest extraordinary proposal from la murrina where the charm of tradition meets contemporary appeal.



Slimtech is the new creation that completes the Surfaces project by Lea Ceramiche. Thanks to the innovative porcelain compaction technology that has revolutionized the traditional production process, Slimtech is produced in full slabs (3x1 meter) without the use of a mold. It is available in 3 versions: Slimtech 3mm for wall covering only; Slimtech Plus 3.5mm reinforced with fiberglass backing for floors and walls; Slimtech Twin 7mm with double layered material and fiberglass for heavy traffic areas.

LEA CERAMICHE

Excellence, innovation, enthusiasm, aesthetics, skill and reliability: these are **Lea Ceramiche's** founding values. Part of Panariagroup Industrie Ceramiche Spa, the company is based in Fiorano Modenese and manufactures ceramic wall and floor coverings for all types of applications. One of the most dynamic and productive brands in the ceramics industry, Lea Ceramiche has widespread national and international distribution in more than 60 countries, on all the 5 continents. In addition to Italy, its main markets are the United States, Belgium, France, Germany, Holland, as well as the Middle East and Asia. The extraordinarily innovative know-how of the company is based on ongoing experimentation as well as the development of cutting edge production systems and technologies, that enable it to manufacture a wide range of high quality products which stand out for their aesthetics and high level of research and design. The synergy between products, research and design allows Lea Ceramiche to provide architects and designers with items that meet a wide spectrum of needs. A ceramic product that is not just a material to cover a surface but an important element of interior design.



Mast Elements was born with the precise intent of putting on the market products of the highest quality, made with advanced design and composite materials, consisting of high simplicity and technology.

Mast Elements proposes the ultimate revolution in the world of furniture: carbon fiber, an aerospace material lent to very high performance automotive industry. And now also to the world of furniture, for the first time with a whole collection. The fascination arising from carbon fiber is undeniable. Its resistance, higher than steel, allows forms and loads never experienced before. The 3D effect of carbon fiber weft catches light, resulting in a visual effect unique in its genre. It shapes structures apparently weighing tens of kilos, being indeed extremely light.

All the know-how gained in the world of high performance races has been entirely transferred to the products Mast Elements offers to the public.

Nowadays none of the companies on the world market can offer such a variety of products in carbon fiber: Mast Elements presents indeed a collection made up of tables, coffee-tables, armchairs, chaise longue, chairs and various accessories.

Mast Elements is the meeting point between technological innovation and craft tradition: each single piece is manufactured, finished and varnished by hand only. The creative power is then translated in exclusive objects, where the excellence and the quality of the Made in Italy are expressed.

Manta is a high level product, its design is futuristic, it weighs about 6 kilos and can support a weight of 300 kilos, 3 millimeters high. It is entirely handmade and takes 24 hours of work.

The carbon fiber texture used to produce it is the same as Ferrari cars, Aermacchi's military planes and Agusta military helicopters. Available in carbon fiber glossy and matte finishing and in all RAL colors, it is perfect for both indoors and outdoors.

Manta: the simply sublime armchair of dreams.



Roberti Greenfield collection

Roberti Rattan is a family-company founded in 1959. From its start as a manufacturer of wicker-furniture, the company moved to a more qualified production of wooden and rattan furniture up until 2002-2003. In 2004 Roberti started a new production: a design collection of high quality outdoor furniture, including chairs and armchairs, tables, sunbeds, lounge, sofas a.s.o. All the frames are made with treated aluminum epoxy, the chairs and backs are woven with Sunweave, a guaranteed polyethylene fiber suitable for both indoors and outdoors. Sunweave gives the furniture a special touch of elegance while being strong and resistant to rain and sunshine as well as low and high temperatures. The new 2011-2012 collections show a more contemporary design, with minimal and elegant lines and the introduction of new materials such as fiberglass in the outdoor range. The Greenfield collection by Roberti offers a wide range of products suitable for restaurants, bars, SPA areas, relax areas, pool areas. Roberti Rattan cooperates with Italian and international designers (Adriano Balutto, Santiago Sevillano, Vittorio Plazzogna, Giorgio Del Piero) developing the best of the Italian design together with its large experience and skilful know-how.

Hamptons Graphics is an outdoor set made with epoxy-coated aluminum painted in COFFEE color; composed of large sofa, armchair, side table and central table. All cushions are available with a large selection of outdoor fabrics and standard or outdoor foams (water-repellent).

Ceramics of Italy is the trademark for Italian manufacturers of ceramic tiles, sanitaryware and tableware, who are members of Confindustria Ceramica, the Italian association of ceramics. Over 150 manufacturers of the finest Italian tiles bear this trademark, which is a symbol of superior quality, design excellence, durability and environmental responsibility.

Ceramics of Italy takes part in HD Expo 2012 in Las Vegas with a corporate multi-brand exhibit featuring a range of high-tech and decorative tiles which are ideal for all hospitality settings from restaurants, lobbies, baths, outdoor terraces and pools to guest rooms.

The exhibit includes floor and wall collections from Italy's leading manufacturers with brand displays by: **Atlas Concorde, Ceramiche Marca Corona, Fap Ceramiche, Giovanni De Maio, Mirage Granito Ceramico and Petraccer's Ceramics.** The tiles on display illustrate the latest design and technological trends from wood and stone looks to super thin, large format slabs through to digitized patterns and florals created with the latest technology.

Staff is on hand to welcome the visitors and to provide information on the Italian industry.

Furthermore, Ceramics of Italy invites all the HD Expo attendees to visit Cersaie, the most important international exhibition of ceramic tiles and bathroom furnishings; the 2012 edition will take place in Bologna (Italy) from September 25 to 29, where staff will be on hand to connect attendees with US distributors.

For more information, visit the portal for the US market <http://www.italiantiles.com>

Atlas Concorde is a benchmark player in the ceramic tile industry and one of the most important and solid companies worldwide. Its mission is to provide interior designers, architects and the most demanding customers with suitable solutions for every type of use, ensuring an aesthetic appeal and excellent technical performance. Atlas Concorde has been synonymous with strength, ethics and reliability, with positive financial results since its foundation and an annual turnover exceeding 200 million euros. Established in 1969, Atlas Concorde is the founding company of the Gruppo Concorde, the second largest ceramic tile group in Europe, with an annual turnover of 600 million euros and 2,200 employees. The production sites are equipped with state-of-the-art machinery and technology with a production capacity of more than 12.5 million sqm. of tiles per year. The company boasts a global presence with more than 2,700 customers in over 100 countries, it exports to the major global markets and has subsidiaries located in the most strategically located geographic areas: Atlas Concorde USA INC, Hollywood (FL); "Atlas Concorde Russia", Moscow; Atlas Concorde China Representative Office, Beijing.

Etic is a ceramic tile collection that brings the natural appeal of wood and the resistance of full-body coloured porcelain stoneware to contemporary interiors. Etic is available in two surface finishes: matt and textured. Etic is available in three different sizes, all 90 cm. in length.





Ecoliving is a porcelain stoneware collection of eco-friendly tiles for floors and walls which, thanks to compliance with the LEED system, contributes towards obtaining credits for the certification of "green" buildings. Manufactured using 40% of recycled material, it is available in 5 colors, 3 sizes and 2 surface finishes, natural and reflex, both with SCOF ≥ 0.6 .

Fap Ceramiche, a leading company manufacturing ceramic tiles for bathrooms with original, innovative, high-profile designs, has been part of the Concorde Group, one of the main players in the ceramics industry, since 1997.

In recent years, the company has taken a clear and distinctive position on the market, identifying ceramic bathroom tile manufacturing as its core business.

In 2008, Fap Ceramiche extended its offering, introducing two new lines: one dedicated to mosaics, Fap Mosaici, and one dedicated to ceramic accessories for bathrooms, Fap+.

The company's focus on using advanced printing technologies and sophisticated engraving processes, obtained through laser technology (registered under the Decografia® brand), has created a new generation of ceramic surfaces, contributing to relaunching this type of tile as a design element.

In 2006 the company obtained the prestigious Ecolabel certification. Fap Ceramiche is also ISO 9001 certified and its products are entirely manufactured in Italy, satisfying the safety regulations required by the European Union's EC mark.

MARCA CORONA 1741

EVOLUZIONE CERAMICA

Ceramiche Marca Corona S.p.A., the oldest ceramic manufacturer in Sassuolo, has been producing top quality ceramic flooring, wall tiles and mosaics since 1741. They combine extraordinary technical performances with the typical style and elegance of the best "Made in Italy" products. Marca Corona ceramics are suitable for both residential and commercial areas, for indoor and outdoor architectural projects, for building firms, private customers, planners, architects and designers who are looking for that exclusive touch. Over the years, Marca Corona's product range followed an ongoing evolution process to meet the ever-changing needs of the market, and today the company produces and distributes mosaics, wall and floor ceramic coverings. 40% of sales are in Italy and 60% abroad. Since 2007, Marca Corona has undertaken a repositioning strategy of its brand, including the renovation of its factory and product range thanks to state-of-the-art production machinery, the restyling of its corporate image, the building of new offices, the construction of an exclusive ceramic gallery and more than 600sq m of a new prestigious showroom for visiting customers.



FapNatura is a new collection of porcelain stoneware flooring offering a beautifully perceptive natural reproduction of the superb shine and elegance of marble.

FapNatura comes in the rectified sizes 29x59 and 59x59 cm, in the classic square shape or in the new Octagonal shape. It is available in two different finishes, glossy and matt and in five colours inspired by traditional, variable stones: Carrara, Bardiglio, Striato, Navone and Crema Reale.

In the FapNatura collection, these textures are enhanced by a series of distinctive decorative features, capable of designing authentic carpets on the floor: Istanbul, Versailles, Firenze (featured), Mosca. FapNatura is the new beauty of marble suitable for anyone seeking refined, prestigious covering materials, fitting any space including walls, from residential bathrooms, kitchens and living areas to large hotels and small resorts.



Giovanni De Maio srl, located in Fisciano, Italy, is an established artisan manufacturer of beautiful ceramic tiles for walls, floors, kitchens and bathrooms. The tiles are both industrially and handmade and are entirely hand painted. The De Maio family is an industrious and close knit family that has worked hard through the social and economic changes in Italy to produce superior ceramic products. Two centuries ago, Giovanni De Maio started producing handmade terracotta in Ogliara, a small 16th century hamlet perched on the slopes of Monte Stella dominating the Gulf of Salerno and the Amalfi Coast. The high quality clay, from the deposits of Ogliara, used to make the ceramic tiles is hand molded and later fired in kilns in the family's workshop. During the 50s and 60s the factory turned into an industry; fame and turnover grew. Giovanni De Maio has always meant Italian style. Today it produces superb tiles which reflect the spirit and colors of a little masterpiece of nature, the Amalfi coast. In recent years, a new range of design and colors has been developed, making the De Maio pieces very innovative in their field. High quality and very fine finishings are the distinguishing features of the De Maio collections: the best of made in Italy, leading the way for the best in future style.

“Ceramics of Italy”

Vulcano Kore is a handmade 40x40 glazed tile; it is three-dimensional, two toned and perfect for wall installations or customized panels. The precious “cotto” gives its uneven surface a distinctive crystallized, shining, sparkling glaze. Colors and new shapes are the only protagonists of unique masterpieces in modern walls.



“Ceramics of Italy”

Scratched, oxidized metals. Craft skills and high-tech performance. Oxy is the Mirage project that turns ceramics into a furnishing element. Feisty and full of character, Oxy is a futuristic collection for cutting-edge architectural solutions. A project inspired by the world of industry, in which Mirage porcelain stoneware combines with sheet metal to create an extraordinarily bold blend of materials. Featured: the Sign decor.

MIRAGE
close to your inspiration

Mirage is the most reliable partner in the design, support and installation of porcelain stoneware surfaces.

Thanks to the expertise of its technical staff and a decade-long experience, Mirage assists its customers in over 120 countries worldwide offering a complete, efficient and accurate service for:

- Floor and wall coverings for the architecture, interior design and urban furnishing sectors
- Projects and products which totally respect the environment
- Ventilated facades
- Raised floors
- Tactile floors
- Renovation and historic restoration
- Special projects with high technical and aesthetic value
- Industrial projects.

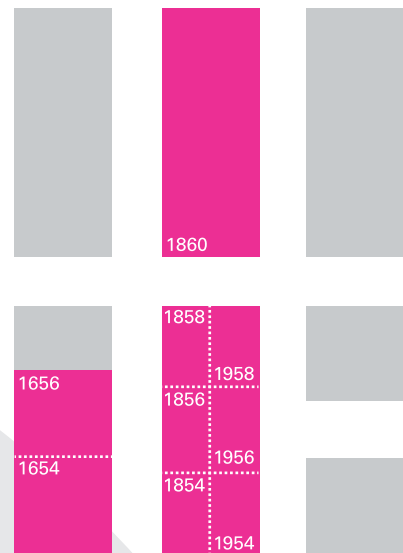
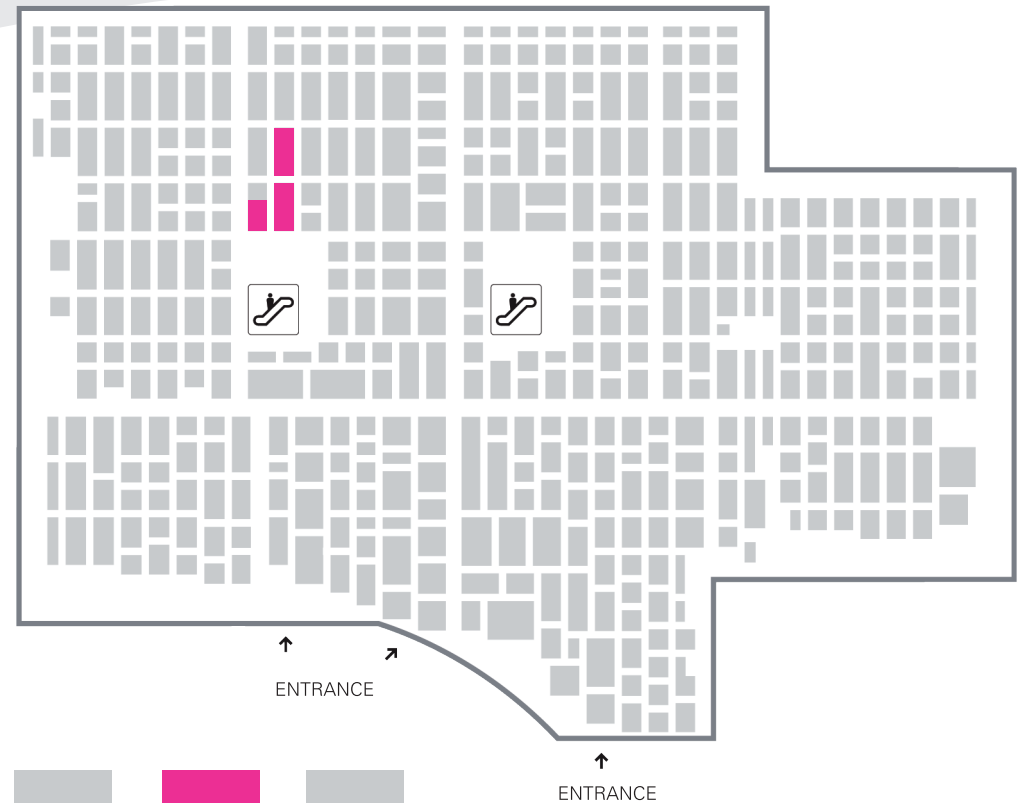
Constant quality improvement, technological innovation and stylistic research are the driving elements behind Mirage's attention to customer satisfaction providing solutions that meet all projects and aesthetic requirements.

The founder of **Petracer's** is Mr. Angelo Marchesi, who has been outstanding for the originality of his proposals since the end of the 80's. Petracer's goes against the flow while minimalism reigns all around. Angelo Marchesi remains untouched by the rules of fashion and bravely throws his passion for beauty and forms into ceramics. This choice has been welcomed by the market, by those connoisseurs who believe that their projects must be the deepest expression of themselves.



The **Tango** series are porcelain tiles featuring a slightly raised pattern and when laid create a plot of endless movement. Each of the 4 Tango series are unique in terms of style and look: solid colors, natural stone effects, mirrors and hand painted glazed applications, all are ideal for distinguished residential and commercial projects.

FLOOR PLAN



- 1654 LA MURRINA
- 1656 LEA CERAMICHE
- 1854 ROBERTI RATTAN
- 1856 LA CIVIDINA
- 1858 GREEN
- 1860 CERAMICS OF ITALY
- 1954 FLUKSO
- 1956 MAST ELEMENTS
- 1958 GARDEN ART

Exhibiting Companies

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