

And Coverings moves to Las Vegas

pictures: Adam Reeder



Coverings is North America's most important trade fair for the ceramic tile and natural stone industry, and is promoted by Confindustria Ceramica (the Italian manufacturers' association), ASCER (the Spanish manufacturers' association) and the American organisations CTDA (Ceramic Tile Distributors Association), NTCA (National Tile Contractors Association) and TCA (Tile Council of America).

In 2011, for the first time, following a series of editions held alternately in Orlando (Florida), Chicago (Illinois) and, further back in time, New Orleans (Louisiana), the event will take place in Las Vegas (Nevada), from 14 to 17 March.

Why? Because Las Vegas, which has the largest trade fair complex in North America, means West Coast, an area that exerts its draw all the

way to Florida and is historically significant for ceramic tile consumption.

The West Coast, moreover, is now bearing witness to a long-awaited bounce in the residential real estate market, and is finally digesting the surplus of homes foreclosed during the past few years of recession.

Given that 50% of visitors normally originate from the area in which the trade fair is held, it is plain to see why the choice of Las Vegas as host-city for Coverings 2011 is absolutely spot-on. This view is evidently shared by the exhibitors too, whose total numbers are higher than last year, and include an increased Italian presence - the Italian Pavilion will host about 60 companies and brands and occupy some 20% of the total 60,000 square metres of exhibition space - and a (more moderately) increased Spanish presence. X



C O V E R I N G S



Gardenia Orchidea

- » **Name:** Venere
- » **Material:** glazed porcelain stoneware
- » **Colours:** almond, beige, gold, walnut
- » **Sizes:** 50x50 cm