



PRESS RELEASE

FIANDRE ITALIAN TILE MAKES ITS MARK IN NEW YORK CITY WITH ITS FIRST EVER EXHIBIT AT THE ARCHITECTURAL DIGEST DESIGN SHOW AND A NEW LUXURY SURFACES SHOWROOM

(New York, NY March 2019) – Fiandre, a global leader of high-end and high-tech architectural surfaces and design solutions for both residential and commercial applications, debuts for the first time at the Architectural Digest Design Show in **Booth 350** in the Refresh area, March 21-24 at Pier 94 in NYC. Fiandre is showcasing the latest colors in their top-selling Maximum Marmi Italian premium porcelain collection at the AD Design Show. In addition, Fiandre opened its first 4,000 square foot showroom located at 36 East 31st Street in the heart of NYC’s NoMad design district just two weeks ago.

Fiandre’s booth design showcases a combination of its latest Maximum Marmi Italian porcelain wall and floor collection, featuring the four faces of Calacatta Light on the interior walls, Premium White for the floor, and a reception desk clad in Eminent Wood Grey, all shown in polished finishes. Full size samples of the Maximum Marmi collection will be on display in the booth, including the new Azul Macaubas which won the *2019 AD Great Baths Design Award*.

The petrified wood look displayed on the reception desk is the ***Eminent Woods*** porcelain collection, emulating the extraordinary process of wood fossilization that occurs over millennia. The result produces an incredible and precious material effect, rendered with extraordinary effectiveness. The ancient wood look finish is described as rich, vivid brushstrokes of color that contrast amid a white background. Eminent Grey recalls the ethereal aesthetic of an abstract painting, distinguished by grey variegation extending over a white background.

Produced in Italy, the **Maximum Marmi** 120x60 large format sophisticated slabs are inspired by the fine veins, color variations, and elegant details found in very rare marble quarries, such as Calacatta Light and Premium White on display.

Fiandre's Maximum Marmi collection of large format porcelain wall and floor solutions encourages the most ambitious architectural ideas and enhances the most exclusive furnishing installations for hospitality, commercial and residential settings. Produced in Italy, the Maximum Marmi 120x60 large format sophisticated slabs are inspired by the fine veins, color variations, and elegant details found in very rare marble quarries. The collection is available in the following dimensions, in polished or semi-polished finishes: 120"x60", 120"x40", 60"x60", 60"x40", 40"x40", 60"x30", 30"x30", and 30"x15".

Maximum is recommended for industrial design and custom-made furnishings due to its reduced 6 mm thickness and increased flexibility. Maximum offers a broader surface area, unbroken and free of discontinuities, and therefore recommended for custom made furniture as a layover onto existing materials, such as kitchen countertops, tables and coffee table tops, seating and bathroom furniture.

Fiandre's New Showroom in NYC

Fiandre has landed in NYC with a 4,000 square foot showroom featuring an open floor plan and luxury lifestyle vignettes, so clients can experience the premium porcelain and ceramic collections in real life settings. Renowned for its unmatched depth of patterns and colors, and sustainability efforts, Fiandre creates design continuity between floors, walls and custom furniture for stunning total look solutions.

The NYC showroom is Fiandre's fifth corporate showroom in the United States, in addition to its flagship studio in Chicago, and showrooms in Los Angeles, Orange County and San Francisco.

The ultimate in high-end tile inspiration awaits in Fiandre's NYC tile showroom that features a sample bar for on-demand samples for designers and architects, personal showroom assistance and customized product design. Design enthusiasts will appreciate Fiandre's high tech architectural surfaces for both interior and exterior applications, large format marble look panels, and inherent sustainability qualities all on display.

The Fiandre showroom is open to both the public as well as the trade, from 9 am-5 pm, Monday through Friday, or by appointment. The showroom can be reached at (800) 828-9074.

Fiandre's latest tile collections are available for the U.S. market through the company's own distributor, Transceramica as well as through its nationwide network of distributors. For more information, visit www.transceramica.com or www.granitifiandre.com

Sustainability is a key principle of Fiandre's philosophy

Fiandre's commitment to environmental issues and its sustainability positioning distinguishes the brand in the global porcelain and ceramic marketplace. The pureness of the raw materials along with the most advanced technology and continuous study of aesthetic design trends ensures long-lasting products. Recognized globally for its environmental commitment and certifications: ISO 1400, EMAS (EU Eco-Management and Audit Scheme) and over 250 Fiandre materials are LEED certified.

About Fiandre and Iris Ceramica Group

Iris Ceramica Group (owner of the Fiandre brand) is a global leader in the development and production of high tech architectural surfaces for both interior and exterior applications and owner of several brands among which include Fiandre, Iris Ceramica, Ariostea, Porcelain Gres, Sapienstone and others. Headquartered in Fiorano Modenese, in the province of Modena, the group is also renowned for its unmatched depth and details of patterns and colors, and sustainability efforts, with up to 55% total recycled content. In the US the Group showcases its products exclusively at five high-end showrooms under the Fiandre brand in Chicago, New York, Los Angeles, Anaheim and San Francisco. For more than 50 years, the company has supplied automotive, healthcare, hospitality, retail and residential clients with an array of architectural and design solutions. For over 10 years, the group has maintained a U.S. manufacturing facility in Tennessee to expand its production footprint.

For more information about the group's collections, visit www.granitifiandre.com and www.irisceramicagroup.com For sample requests, email us at samples@transceramica.com

For more information, images, interviews, or media requests, please contact Janine Flamer at pr@granitifiandre.com or 973-519-1583.

