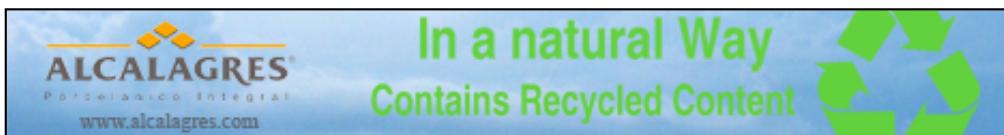


# STONE & TILE design INSIDER

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March 30, 2010



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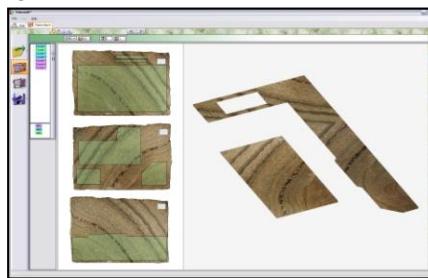
## Notes from the Field

## Digital layout and artistic nesting for stone

by Michael Reis, Senior Editor

Over the past couple of years, producers of technology for stone processors have introduced a new technology specifically for stone slab projects, and it appears to be making some serious traction in the marketplace. Referred to as "artistic nesting"

software, this technology allows stone processors, designers and end users to view exactly how a completed stone slab installation will appear before a single cut is made in the stone. To read

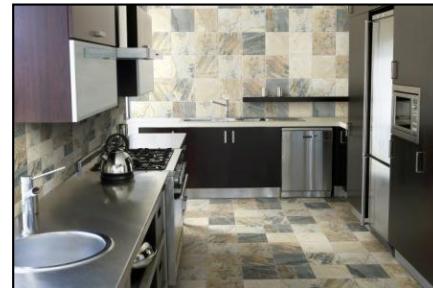


more, [click here](#)

## Featured Product

### Legend - HDP by Florida Tile

**Florida Tile** announces its technical achievement of High Definition Porcelain (HDP). Realized through years of hard work and continuous investments, the company has been able to produce a look that is so similar to natural stone -- it is virtually indistinguishable, according to the manufacturer. For more information on this product, [click here](#)



## Product Reviews

### Product Review

by **Alexis Fisher, Associate Editor**

With the latest in technology and innovation, stone and tile manufacturers continue to bring fresh concepts to the design community, allowing for versatility in an array of applications. [Click here](#) for a sampling of some recent introductions to the marketplace



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## Project Spotlight

### Custom-cut porcelain tile creates nature-themed school design

by **Alexis Fisher, Associate Editor**

With interior floors featuring waterjet-cut porcelain tiles depicting outdoor life, Stone Canyon Elementary School in Owasso, OK, strives to make the school experience fun for its students



When it came time to design the interior of the Stone Canyon Elementary School in Owasso, OK, the design team wanted to reflect the unique qualities of the city while also creating a fun learning environment for students. As a result, a

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natural setting was created indoors with porcelain floor tiles that were cut with a waterjet to resemble insects and other outdoor life. [Full article](#)

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## Green Design

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### The evolving components of green building

*As architects and designers strive to create designs that are both aesthetically pleasing as well as environmentally friendly, stone and tile manufacturers are working to develop materials and methods to assist these goals*

**by Jennifer Adams, Editor**

When it comes to design and construction today, the subject of green building is certainly at the forefront. While architects and designers still work to create designs with intrigue and visual interest, they are also heavily considering a project's sustainability and carbon footprint. More than ever, LEED (Leadership in Energy and Environmental Design) is part of the vocabulary when discussing plans for a new building design. [Full article](#)



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## Industry News and Events

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### Coverings 2010 returns to Orlando

*With the largest exhibit of stone and tile in the U.S. and an in-depth seminar program, Coverings is set to take place from April 27 to 30 in Orlando, FL*

Coverings, the premier international trade fair and expo dedicated exclusively to showcasing ceramic tile and stone, has grown to be the largest show of its kind in the U.S., featuring exhibitors from more than 50 countries and attracting thousands of distributors, retailers, fabricators, contractors and specifiers, architectural and design professionals, builders and real estate developers. This year's event will take place from April 27 to 30 at the Orange County Convention Center in Orlando, FL. [Click here](#) for more information



### Cersaie 2010 will feature second edition of the Architecture Gallery

BOLOGNA, ITALY -- Because of last year's extraordinary success, Cersaie 2010 is repeating "Building Dwelling Thinking," the cultural event held in the Architecture Gallery that is both a meeting venue and an opportunity for discussion on key issues of building and materials. The International Exhibition of Ceramic Tiles and Bathroom Furnishings, which will be celebrating its

28th edition in Bologna, Italy, beginning on Tuesday, September 28, 2010, confirms its role as an important forum for the Italian and international design world. [Click here](#) to read more

## ASCEL sponsors research project on "Ceramic Futures"

CAMBRIDGE, MA -- The Spanish Ceramic Tile Manufacturers' Association (ASCEL) will support a one-year research effort undertaken by the Harvard Graduate School of Design (GSD) called "Ceramic Futures." The project will explore the best ways to meet the increasing challenges of product customization, adjustment to buyers' preferences and sustainability in production. [Click here](#) to read more

## Alcalagres supplies Spanish tile to large government project in Mexico

OAXACA DE JUÁREZ, MEXICO -- Since March 2009, Alcalagres, a Tile of Spain branded manufacturer, has been involved in the development of one of the most significant projects in the city of Oaxaca de Juárez -- the capital city of the State of Oaxaca, in southern Mexico. Through the company's local representative, Porcer, Alcalagres has supplied an extensive amount of exterior porcelain cladding for the project Ciudad Judicial (meaning "Judiciary City") -- a project by the Government of the State of Oaxaca that has turned into the largest administrative infrastructure improvement initiative in the whole country. It is part of the city's urban development plan. [Click here](#) to read more



## Industry Events

Specialized events for architecture and design professionals are offered throughout the year, including general design events and others that are geared specifically to the stone and tile fields. For a look at upcoming industry events, [click here](#)

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