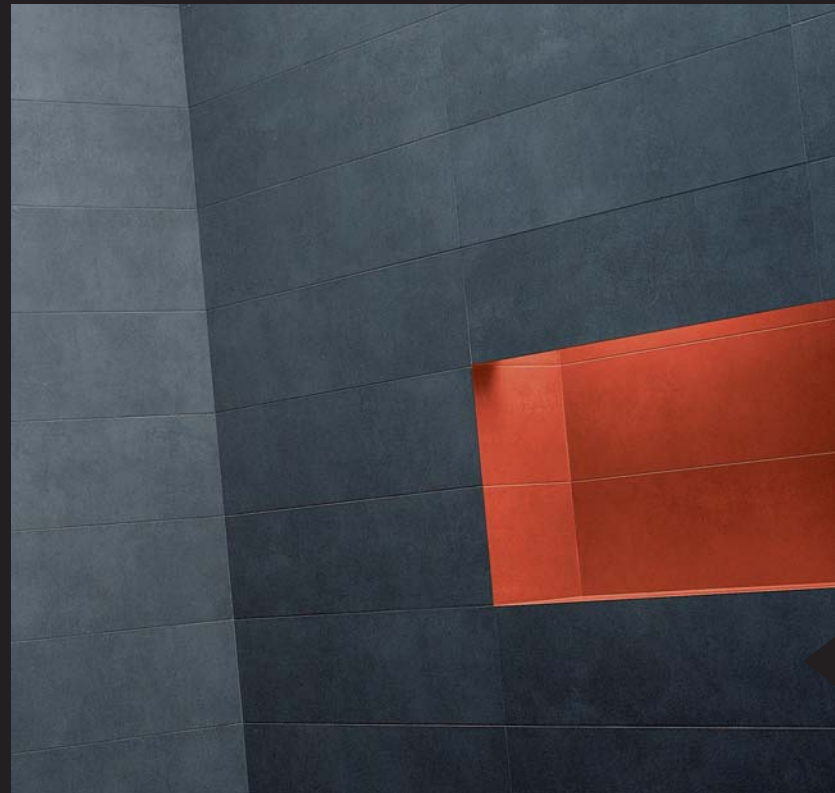


events: full frontal tile and stone



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FULL FRONTAL TILE AND STONE EXPO APRIL 17-19, 2008

Internationally, tile and stone expos have long had an important part to play in disseminating product, material and practice knowledge to the design, architecture and building communities. To date, however, Australia has been deprived of this valuable resource. With the inaugural Full Frontal Tile and Stone Expo (FFTSE) set to kick off in 2008, that is about to change.

To be held in the Dome at the Sydney Showground from 17 to 19 April 2008, FFTSE will present a wide variety of ceramic, natural stone and agglomerate products, including the latest international award-winning materials from major manufacturers both here and abroad.

Displays will include showcases on 'intelligent' tiles, such as interactive products that change colour and 'shape' when exposed to water, heat or pressure, or the three-millimetre Kerlite porcelain tile that is both flexible and bulletproof. In addition to this, celebrated Australian architect Stephen Varady will be designing a tile and stone showcase across 120 square metres of wall and floor space, featuring the latest international award-winning products. FFTSE will also unveil some inspiring and innovative residential and commercial tiling projects, all of which will be in the running for prizes.

Classic natural stone materials, including calacatta, carrara, crema marfil, kashmir white granite, statuario and travertine, will also be on display along with a collection of Australian bluestone, granite, marble, sandstone and slate, plus terrazzo and engineered stone.

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The electronic Trace Tile lights up on contact and the light gradually fades over time.

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Entiva stone mosaics from Volare.

Visitors will see the very latest tiles produced by leading manufacturers including European and Asian majors ABK, Ascot, Iris, Bode, Buchtal, Ceramica D'Imola, Ceramiche Lea, Charisma, Cotto D'Este, Ezarri, Fanal, Fiordo, Granitifiandre, Italgraniti, La Fabricca, La Faenza, Onna Ceramiche, Panaria, Provenza, RAK Ceramics, Romax, Saicis and local producers including Decoramics, Eureka Tiles and Southern Cross Ceramics.

Complementing the displays will be talks from a host of internationally acclaimed speakers and local industry authorities, plus a vibrant program of architectural and eco-labelling conferences held in conjunction with Architectural Review.

After two full days of trade-only attendance, FFTSE will be open to the general public on the Saturday. Visitors must be aged 15 years or over.

Registration can be made online at www.fullfrontalexpo.com and, as an added bonus, FFTSE is also offering the first 50 architects to register and attend three architectural or eco-labelling seminars a free copy of AS 3958 Parts 1 and 2. These and other relevant Australian standards will be on sale at discount prices.

FULL FRONTAL TILE & STONE: SEMINAR LINE-UP

The Tile and Stone seminars will address a diverse range of topics related to selection, installation and marketing.

The three-day program will feature several acclaimed international speakers, who regularly present papers at major international trade events and Qualicer the World Congress on Tile.

To view the entire tile and stone program visit <http://www.fullfrontalexpo.com/seminars.php>.

Keynote presentations will include:

- Cathy Inglis, Technical Manager for Austral Brick/Eureka Tiles – Thermal comfort and ventilated facades
- Gerhard Planck, Master Engineer, Agrob Buchtal, Germany – Clean sophisticated innovative tiling systems
- Art Mintie, Director of Technical Services at Laticrete International – Using ceramic tile and stone for a healthy building environment
- Patti Fasan, of Ascer, the Spanish Manufacturers Association – Environmental ceramic tile: sustainable facts
- Carl Strautins – Sustainable slip resistance: a shift in paradigms
- Barrie Cooper – New generation desalination products that remedy the centuries
- Bill Walters, Ceram (formerly the British Ceramic Research Association) – Developing 21st century standards to facilitate sustainable tiling standards
- Gary Distelhorst, CEO of the Marble Institute of America – Promoting natural stone in the United States

Several important new tiling standards have recently been issued including AS 3958 The Tile Fixing Standard Parts 1 and 2, AS 4992 (Adhesive & Grout Standards) Parts 1 and 3, and the actual Ceramic Tile Standard AS 4662.

A variety of authoritative industry experts will present papers on key aspects of these standards at FFTSE. The application of glass mosaic in totally immersed situations will be addressed in a special round table discussion.

ARCHITECTURAL SEMINARS, IN ASSOCIATION WITH ARCHITECTURAL REVIEW

Architectural Review has joined forces with the Full Frontal Tile & Stone Expo to present a concurrent series of related architectural seminars that will be held in the Somerville Room located on the mezzanine floor which overlooks the exposition. Two leading international architects will participate including Bostjan Vuda of Sadar Vuda Arhitekti.

Other speakers will include local architects Ian Moore, Angelo Candelapas, Megan Jones of Tanner Architects, Peter Blome of Johnson Pilton Walker, and Reno Rizzo of in|arc in company with Petar Johnson (Chairman, Good Environmental Choice Australia) and Suzie Guthridge (Executive Director, Green Building Council), amongst others. Seminars will deal with a host of subject matter related to



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stone and tile, including treatments of built works, challenges of designing and constructing in stone and tile, a locally contextualised history of the materials and their usage, as well as issues of sustainability.

The finalised line-up for the architectural seminars will appear online at <http://www.fullfrontalexpo.com/seminars.php> in January 2008 and in the March 2008 edition of *Architectural Review*.

The seminars are designed to bring important consumer and environmental issues into the public arena. The exhibition enables producers to display not just the latest trends, but also the latest technological developments.

Attendance at the seminars is free. The first 50 architects who register and attend a minimum of three architectural seminars will receive a bonus copy of AS 3958 Parts 1 and 2. Register online at <http://www.fullfrontalexpo.com/seminars.php> or call 03 9888 3459 for more information.

AWARDS

Architects are invited to submit entries in the Full Frontal Tile & Stone Commercial Tiling Awards, which will be displayed on the mezzanine floor. Entries must feature tile or stone, or a combination of both. The winner will receive a 10-day return trip to Italy accommodation inclusive, which will take in Cersaie (Bologna) and Marmomacc (Verona), the world's major tile and stone expos. The adjudication process will take place on Friday, 18 April 2008 and the award will be presented at a gala dinner in the adjacent Southee Complex on the same day. For more information contact Rowena Rowbotham at rowenar@fullfrontalexpo.com.



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Sadar Vuga Arhitekti's
Condominium Trnouski
Pristan.

04. 05.
Boštjan Vuda of Sadar Vuga
Arhitekti and Ian Moore of
Ian Moore Architects will
both feature in the FFTSE
architectural seminars
in association with
Architectural Review.