



BKA Architects Wins Commercial Category of 2008 Ceramic Tiles of Italy Design Competition

BROCKTON, MA, May 1, 2008 – Confindustria Ceramica and the Italian Trade

Commission has declared BKA Architects the winner of the Commercial Category in the 2008 Ceramic Tiles of Italy Design Competition for the design of the lobby that incorporated Italian tiles in Samsonite Corporation's corporate headquarters. The design competition recognizes North American architects who employ Italian ceramic tile for innovative uses.

During the renovation of an existing 65,000 square foot building into Samonsite Corporation's new corporate headquarters in Mansfield, Massachusetts, an important element of the project was the image the lobby would present to visitors and staff. The design developed by BKA Architects focused on creating a fresh, global image using Samsonite's brand elements in a manner that provided a feeling of luxury. The resulting two-story lobby space has a contemporary feel and is filled with dark cherry wood panels, recessed areas to display product, a black granite and glass staircase, and a custom reception desk. The floor of the lobby has an inlaid swirl pattern surrounding the company's logo to reinforce the corporate identity. Two different colors of Italian tiles; Moka Cream and Smoky Grey, were used in creating the floor swirl and logo image. The tiles were selected due to the reputation that Italian porcelains have for quality and durability, as well as the sophisticated, smooth textures, colors, and finish options that were available.