



ArtWalk Tile

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ARTWALK TILE A SUCCESS ON TWO LEVELS: Lowe's and other national clients keep business growing; Local clients keep creative juices flowing

Rochester, NY – Over the past seven years, **Joe and Donna Ventura** have turned an eyesore of an abandoned building in Rochester's Neighborhood of the Arts (28 Atlantic Avenue) into the success story that is **ArtWalk Tile**. The now-beautiful showroom and headquarters has not only earned a local reputation for creativity and customer satisfaction, but has also become a successful, nationally-known tile distributor.

"Back in the 1980's, I used to design and make tile," says Joe, who comes from an artistic Rochester family that includes his sister and brother-in-law, metal artists Christine and Paul Knoblauch. "Lowe's approached me back then to supply tile, but it wasn't until Donna and I bought this building and started ArtWalk Tile in 2002 that we could fill such a tall order."

ArtWalk now supplies tile to Lowe's stores in nine states – including three stores locally – and is continually adding to that list. But its national clients include some recent big-name projects as well: a **Wolfgang Puck** restaurant at Universal Studios, Orlando; a **Giorgio Armani** store on Madison Avenue, NYC; and the new **Microsoft** headquarters in Seattle, Washington.

Rochester, though, is where Joe, wife and CEO Donna and Lead Designer **Bruce MacWhorter** can really flex their creative muscles. More art gallery than showroom, the two-story ArtWalk Tile is an ever-changing, eclectic canvas that could just as well be named: "1001 Cool Ways to Use Tile."

"We attract clients who are looking for something unique, and that makes our work fun," says MacWhorter, a well-known area designer who was lured to ArtWalk for its creative opportunities.

Some of ArtWalk Tile's local projects include Joe's handmade backsplash in the Educational Theater at the **New York Wine & Culinary Center**, the **Southeast Family YMCA**, and many area restaurants including **Black and Blue Steak & Crab** (in Buffalo as well), **Murphy's Law**, **Winfield Grill's** recent renovations and **TC Riley's** in RIT's Park Point. ArtWalk's work is also seen in many of Rochester's finest homes.

"I have a strong loyalty to Joe and ArtWalk Tile," says **Dominick Caroselli of Anthony J. Costello and Sons**, developers of The Reserve, a 327-unit housing development in Brighton. "Not only does Joe offer very creative design capabilities, but ArtWalk has a real commitment to customer satisfaction."

"ArtWalk has a great selection that 'normal' tile stores just don't carry," adds **Steve Grossi, president of Louis J. Grossi, Inc.**, custom builders and renovators. "We also get feedback from our clients that they really enjoy working with Joe, Donna, Bruce and the whole staff."

ArtWalk Tile will celebrate new store renovations with **EXPLORE THE POSSIBILITIES, a free open house on Saturday, August 8 from 11 a.m. to 1 p.m., featuring refreshments and a design presentation called "Beyond-the-Box Backsplashes" at noon, followed by a question and answer session.** The public may call 585-271-3580 for more information.

Media, please note: High-resolution photos of ArtWalk Tile and its work are available electronically, and photo/footage and interview opportunities may be arranged.

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