



IRIS
CERAMICA
GROUP

Iris Ceramica Group, *Main Sponsor* of the Italian Pavilion 2021

at the 17th International Architecture Exhibition at the Biennale in Venice

Iris Ceramica Group, world leader in the production of ceramic surfaces with the highest aesthetic and technical performance, is the *Main Sponsor* of the **Italian Pavilion 2021 at the 17th International Architecture Exhibition at the Biennale in Venice**.

The Group, with headquarters in Fiorano Modenese and production sites in Italy, Germany and the United States, is present in over 100 countries worldwide. The Group's brands include some of the most important names in international architecture and design, including **Ariostea, Fiandre Architectural Surfaces, FMG Fabbrica Marmi e Graniti, Iris Ceramica, Porcelaingres, SapienStone** and **StonePeak**. Iris Ceramica Group aims to express a **new culture of ceramics as one of the world's noblest and most sustainable materials**, which have accompanied mankind since the discovery of fire. The founding values of Iris Ceramica Group have always been **innovation and sustainability, promoting the continuous improvement of quality of life and human environments**.

This journey has led to the Group to achieve unique social and environmental targets, including the development, in 2009, of eco-active materials - **ACTIVE SURFACES™** – that eliminate the polluting substances in the air, as well as bacteria and viruses (including SARS-CoV-2, responsible for Covid-19) that settle on the surfaces. Furthermore, with significant investments in cutting-edge solutions, in 2018 the group achieved **zero-emission production**, well ahead of the 2030 deadline laid down in the EU climate laws.

And, in this context, the **sponsorship of the Italian Pavilion 2021 at the 17th International Architecture Exhibition at the Biennale in Venice** is a highly virtuous value for Iris Ceramica Group: **paving the way for the study and production of “forward-thinking” materials to restore the human dimension of urban environments**.

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Iris Ceramica Group S.p.A.

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