



IRIS
CERAMICA
GROUP

60
SIXTY YEARS
OF SURFACES AND
ENVIRONMENT

IRIS CERAMICA GROUP AT CERSAIE 2021, CELEBRATING 60 YEARS WITH “THE PERFECT BLEND”

*At Cersaie 2021, Iris Ceramica Group is celebrating 60 years of business activity with “The Perfect Blend. Foresighted Surfaces for a Sustainable Beauty”. An artistic installation that exploits artificial intelligence, through images and sound, to tell of the values that have always inspired the Group since its establishment. An innovative, interactive stand that also showcases two new solutions: the **LUCE** collection by **Guillermo Mariotto** and **Hypertouch**, the concealed capacitive technology.*

At Cersaie 2021, Iris Ceramica Group is celebrating its 60 years of activity with the choral presence of all its Brands in the same exhibition area. “The Perfect Blend. Foresighted Surfaces for a Sustainable Beauty” is the concept of the space that expresses the founding values of the Group through an interactive artistic installation using artificial intelligence. The multimedia journey, with three artistic audio and video installations, is devoted to three sets of values that have always represented the Group: Architecture and Nature, Beauty and Sustainability, Creativity and Technology.

The same expression of values is on display in the showrooms of each of the brands, with exhibitions and installations that highlight these combined values, as well as other product news: Architecture and Nature for **Fiandre** Architectural Surfaces and **Porcelaingres**, Beauty and Sustainability for **Iris Ceramica** and **FMG** Fabbrica Marmi e Graniti, Creativity and Technology for **Ariostea**, and a synthesis of the six values for **SapienStone**.

At the trade fair, the multimedia journey is set within an exhibition space showcasing two important new product ranges launched by Iris Ceramica Group: **LUCE**, the collection designed by designer **Guillermo Mariotto** and **Hypertouch**, the innovative concealed capacitive technology that confirms the Group’s pioneering soul.

The booth is designed as a large 360 m² square where visitors can meet, in complete safety, in large open spaces interspersed with mulberry trees with seating around the trunks, stimulating thought on the relationship between humans, nature and architecture. In this ecosystem, three

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installations interact with people, creating unique, changing audio and video scenarios, telling of the principles that have marked the company history and guide its future steps through three pairs of values.

A starring role is played by the pioneering **ACTIVE SURFACES®** which were used to create all the areas outside the stand as well as the coverings of the ACTIVE BAR and the hospitality desk.

The modules housing the “THE PERFECT BLEND” installations are covered with the new exclusive **LUCE** collection by Guillermo Mariotto. Previewed at Cersaie 2021, this surface plays with the idea of light falling on the drapes of a fabric, offering a new vision of ceramic material, where the designer’s tailoring flair can be perceived. Visitors can admire all six shades in the LUCE collection, with their neutral hues and large format that underline the three-dimensionality of the texture.

For the event, the Iris Ceramica Group is also presenting another major innovation for smart homes: **Hypertouch**, an innovative patented technology, designed to be applied to all ceramic surfaces up to 12 mm thick. Simply by touching or lightly pressing the surface, an integrated system of automatic sensors controls the lighting, HVAC and audio-video systems and windows.

With these latest technological solutions and its innovative aesthetic research, the Iris Ceramica Group once again demonstrates its pioneering soul, celebrating sixty years of research, innovation and sustainability.

www.irisceramicagroup.com

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