

## **The Italian eco-innovation of art in ceramics and on ceramics at the Clerkenwell Design Week in London**

*In London's design district, the Iris Ceramica Group eco-innovative ceramic surfaces become a work of art for two days of live painting*

On **24 and 25 May**, the painting performance by street artist **Camilla Falsini**, curated by Yourban2030, promoted by Iris Ceramica Group

*Iris Ceramica Group Flagship Store, Old Street (61-67) London  
24-26 May: 9.30 am - 9 pm / Cocktail with the artist: 25 May 6 pm - 9.30 pm*

**A female, sustainable Italy** can be seen at the **Clerkenwell Design Week 2022**, in London's design district. **On 24 and 25 May** it will show itself to the world, telling a **story of art, sustainability, eco-innovation and the enhancement of "Made in Italy"** with the live painting performance by **Camilla Falsini** - curated by the non-profit organisation **Yourban2030** and promoted by **Iris Ceramica Group**.

Noble ceramic materials - which have always been a part of the historical heritage of our civilisation - become a **technological surface and an artist's canvas**, supporting authentic **artistic creations talking of the environment, sustainability and energy transition**.

**On 24-25 May**, the street artist **Camilla Falsini** will produce a real, live work of art on ceramics inspired by the **Memphis Movement**, **on show in London for the exhibition "Ceramics: Neverending Artworks"**, narrating and interpreting its graphic style, patterns, colours, asymmetries and all its creativity. In particular, the street artist will pay homage to the authors whose most iconic works are on display: **Aldo Cibic, Andrea Branzi, Ettore Sottsass, George Sowden, Luigi Serafini, Marco Zanini, Martine Bedin, Matteo Thun, Michele De Lucchi, Nathalie Du Pasquier, Peter Shire**. A work of art among the ceramic works of art that actively involve the spectator in a live, shared performance.

A high-performing material, **ceramics go beyond the craft industry to become art object and, at the same time, innovative and eco-compatible surfaces**, produced in zero-emissions plants with natural materials using renewable energy sources.

In her original live painting on ceramics, the street artist **Camilla Falsini** will use languages and colours inspired by the artistic movement to talk about the ecological transition and the new possible solutions, starting precisely from the innovative ceramics of **Iris Ceramica Group**, the company that represents sustainable business. The Group considers respect for the environment as a value on which to build its production system, and has undertaken concrete actions in this direction, including the new green hydrogen factory - which will be completed by the end of 2022 - making **Iris Ceramica Group** the world's first ceramics industry able to manufacture with such innovative, pioneering technology, leading the way for others.

Solutions and innovations that look to the future to propose sustainable alternatives are the meeting point between the non-profit organisation **Yourban2030** and **Iris Ceramica Group**.

Not by chance, signing up to this cause and overseeing the live painting is the non-profit organisation **Yourban2030**. Veronica De Angelis, President of Yourban2030, explains: "A Company like Iris Ceramica Group demonstrates the uniqueness of Italian female entrepreneurship, working at the forefront of innovation and sustainability that Italy can offer inspiration for. On 24 and 25 May in London, a work of art will come to life through Camilla Falsini's live painting performance, which will tell of all this, reminding us not only that ceramics are a noble material but that they are also art, creation, an artist's canvas and, at the same time, an innovative and sustainable technical surface."

Camilla Falsini's live painting will be hosted at the art exhibition "Ceramics: Neverending Artworks", on show until 3 June at the Iris Ceramica Group Flagship Store in London. Following its huge success in Milan, the exhibition - curated in partnership with Antonia Jannone Disegni di Architettura - which came to London on 29 April, is devoted to the most iconic ceramic works that marked the history of "new design". Over 20 revolutionary works representing a benchmark for international contemporary avant-garde movements, stimulating thought on design and creativity.

### **Iris Ceramica Group**

Iris Ceramica Group is an international excellence in the ceramics industry. The Group has around 1000 employees in its 6 Italian production sites, and around 500 more in the two sites in Germany and the United States. The Company has always been driven by a strong pioneering spirit and a constant attention to environmental sustainability, often acting as a trailblazer in the ceramic world. Iris Ceramica Group expresses distinctive authenticity in its sector: the production of "full body technical ceramics and the creation of the pioneering eco-active ceramic surfaces Active Surfaces®, with antibacterial, antiviral (effective also in eliminating the Sars-Cov-2 virus that causes Covid-19), anti-pollution, anti-odour and self-cleaning properties, tested to ISO standards and covered by two European patents. The Group's brands include some of the most important names in the international architecture and design sector, including Ariostea, Fiandre Architectural Surfaces, FMG Fabbrica Marmi e Graniti, Iris Ceramica, Porcelaingres, SapienStone and StonePeak.

### **Yourban2030**

Founded in 2018 by the businesswoman Veronica De Angelis, in cooperation with Maura Crudeli, the non-profit organisation Yourban2030 is inspired by the 17 goals of Agenda 2030. In 2018 it promoted and created Europe's first green mural, Hunting Pollution; in 2020 it united 90 street artists from around the world for the campaign Color4Action, a fund-raising project to fight the global COVID emergency; it was leader of the international network for the first LGBT+-themed green mural measuring 250 m<sup>2</sup> in Rome, Outside In; in 2021 it launched the first smog-eating mural in the Netherlands, Divercity in Bureaucracy, in Amsterdam; it promoted the monumental work by street artist Carlos Atoche for breast cancer research, and the urban redevelopment of the housing estate in Tor Bella Monaca with Sotto la Superficie, paying homage to marine biodiversity. The first editorial project, IRAE, was launched in March 2022. All the Yourban2030 eco-murals use Airlite technology, ensuring greater air purification and the lowest possible environmental impact for all its projects.

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