

INTERNATIONAL ART PRIZE FOR CERAMICS

The first edition of the ambitious Prize, promoted by Fondazione Iris Ceramica Group, celebrating ceramics in a world of art, culture, environment and society.

Iris Ceramica Group is proud to announce the first edition of the **International Art Prize devoted to ceramic production**, promoted by the **Foundation** to highlight deserving designs and unique ceramic projects. The Prize supports the work of ceramic professionals and offers the chance to the new generations of creative people to make their mark on the art and design world, promoting their ideas, proposals and visions.

Culture, innovation and sustainability have always been the founding values of **Iris Ceramica Group**, and are also expressed through the activities of the **Foundation**: the aim is to support new forms of creative and cultural research in building a future in which knowledge and eco-innovation are the guardians of progress. The Group promotes a **new ceramic poetics** through cultural and artistic projects reflecting its eco-innovating spirit, which contribute to the country's economic recovery.

The **International Art Prize** comes from the **Foundation's** desire to expand its institutional activities, promoting major artistic and cultural projects at both national and international level, focusing on culture and knowledge as the keystones of an increasingly inclusive and fair society. This first edition aims to recognise the contribution of contemporary art and design to research, **enhancing both Italian and international talents**, with a view to **sustainable development** that also preserves "ceramic know-how".

The **Prize** has two sections: under and over 25.

The **under 25** section is open to students registered with the AFAM circuit, and underlines the high value of artistic learning and the attention to culture, research and experimentation that has always distinguished **Iris Ceramica Group**. A concrete way of helping the different Italian organisations that train young talents to emerge.

The **over 25** section, on the other hand, focuses on artists and designers who choose ceramics to create a work or prototype. This is a real investment in artistic design and research, allowing the participants to develop new ideas, rather than rewarding existing works. This latter aspect is new to the international art prize scenario: a unique feature that comes from the belief that ideas are the starting point for building cooperation and developing talents.

The final prize will be awarded by a **Panel** appointed by the contest's promoting institutions, with six authoritative members, including **Federica Minozzi**, CEO of **Iris Ceramica Group**, a huge contemporary art enthusiast and the promoter of this initiative. The names of the other members are given below in alphabetical order:

- Pietro Cantore (gallery owner)
- Giovanna Cassese (art historian and chairman of ISIA Faenza)



- Tommaso Corvi Mora (gallery owner and ceramic artist)
- Antonia Iannone (gallery owner)
- Judith S. Schwartz (professor emeritus, New York University)

The prize will be awarded to the designs that best develop the proposed theme, based on parameters of **originality, sustainability and technical, aesthetic and conceptual innovation**. The winning works and best projects will be presented at the **Flagship Store in Milan** and may also be displayed in the Group's international Stores. The Prize also becomes a tool for bringing people closer to the world of ceramics, accompanying **Iris Ceramica Group** surfaces with the newest forms of contemporary experimentation.

All the details on the contest can be found at:

https://prize.irisceramicagroup.com/download/contest_rule_en.pdf