



IRIS CERAMICA GROUP STAGES "CORPI DI LUCE", AN EXHIBITION ON THE RELATIONSHIP BETWEEN LIGHT AND MATTER, BODY AND MOVEMENT.

An intimate narration expressed through ceramic surfaces, fabrics, photographs and video-storytelling

*Into the images and video resonate with the inspiration and visual effect of the 3D collection Luce by **Guillermo Mariotto**.*

Milan, FuoriSalone 2022 | For the Milan Design Week, Iris Ceramica Group presents the exhibition "*Corpi di Luce*", an original concept exploring the relationship between different artistic, tactile, visual and perceptive expressions, telling of the noble and flexible nature of ceramics as a tool that interprets human needs and desires.

The exhibition stages the relationship between design, fashion, photography and the cinematographic art. The inspiration for this multidisciplinary weave of ceramic stories is offered by the *Luce* collection, designed by the stylist and designer **Guillermo Mariotto**, characterised by a unique relationship between dynamic and static dimensions, optical and tactile relationship of material.

On stage at the Iris Ceramica Group Flagship Store in via Santa Margherita 4 in Milan from **6 June to 28 September**, "*Corpi di Luce*" blends the design and fashion worlds, underlining their affinities: the exhibition deliberately opens during the Design week and ends with the Milan Fashion Week in September.

EXHIBITION FORMAT

The exhibition has three narrative levels accompanying the public on a discovery of the expressive potential of *Luce* surfaces: **Material, Photography and Video-storytelling**.

Firstly, a photographic project and, secondly, a short movie interpret the concept of light and movement.

The spotlights focus on the large ceramic slab occupying the centre stage, immobile yet not static, as it is able to interact with the movements of a performer and the dance of a draped fabric, through a silent and immersive dialogue.

MATERIAL THAT COMES ALIVE IN PHOTOGRAPHY

Inspired by the works of Duchamp, from "Nude Descending a Staircase" to Dadaist "ready-made" art, comes the concept by photographer **Elodie Cavallaro** for Iris Ceramica Group. An investigation through images of the light element and its ability to describe spaces, places and forms by drawing volumes and their movement. Ultimately, this is the ability of light to capture movement (and moment), creating a parallelism and direct connection with ceramic materials.

A series of images in sequence, printed on fabric, welcomes visitors and accompanies them through the space. Also on the ground floor of the Flagship Store, some images are printed directly on the ceramic slab: the material itself becomes the printed medium and the narrative tool. On the second floor, the photographic exhibition continues, ending with the video-storytelling projection. The theme represented by the project underlines the contrast between the softness of bodies and the statuary presence of ceramics.



A VIDEO-STORYTELLING THAT REVEALS THE EVOCATIVE IDENTITY OF THE PROJECT THROUGH THE VOICE AND THE HAND OF GUILLERMO MARIOTTO

An emotional video, made by **Francesca Molteni** and **Claudia Adragna** - produced by Muse Factory of Projects - talks about and emphasises the dualism underlining the concept of the photographic exhibition, the very one written in the DNA of *Luce*: an impressive material that is both light and sinuous.

A homage to the origins of the Cinema, the language born from static images animated by two elements: *light and movement*.

The *trait d'union* with the photographic project is the stylistic choice of **black and white**, the body in motion and the silk fabrics that recall the texture of the *Luce* ceramic slabs.

The images are accompanied by the captivating voice of **Guillermo Mariotto** – the **creator of the *Luce* ceramic surface** - that is more than just a narrating voice: it is the living story of an artistic genesis, an authentic poem, interpreted personally by the artist.

The short movie reconstructs a scene in a perfect balance of an elegant architectural surface and its interaction with space, generated by games of light.

Contemporary dance is the style that best interprets the exhibition concept and the performer **Marta Morabito**, guided by the choreographies of **Sara Catellani**, emphasises the idea of movement and lightness of the slab.

With the exhibition "*Corpi di Luce*", **Iris Ceramica Group** takes the narration of ceramics beyond the confines of architecture and design, blending it with the various forms of artistic languages: tactile, visual and poetic.

Iris Ceramica Group Flagship Store
via Santa Margherita, 4 - Milan

Open to the public:

6 June - 28 September 2022

Monday to Friday from 10am to 7pm

(6 - 12 June: from 10am to 10pm)

www.irisceramicagroup.com/en/corpidiluce

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