



IRIS
CERAMICA
GROUP

60
SIXTY YEARS
OF SURFACES AND
ENVIRONMENT

Iris Ceramica Group

@Cersaie 2022

Hall 26 | Booth A188-B189 | Multi-Site Event

**“SHAPING THE FUTURE”: Iris Ceramica Group’s concept for Cersaie 2022
is a message of sustainability that underlines the path towards
“a new dawn of Ceramics”: 4D Ceramics.**

*It is the story of the **business project** of Iris Ceramica Group which, as an **Ecopreneur** and pioneer for over 60 years, intends to build **a future shaped around its own values**.
A future whose roots lie in the **respect for the environment and for the people** who live in it.*

At Cersaie 2022, Iris Ceramica Group tells of its Ecopreneur soul in a totally unique project inspired by the elements from which life itself originates, the Sun and water, going on to explore **green hydrogen**, ahead of the new factory that will become operational by the end of 2022 with a blend of green hydrogen. The exhibition space is a journey inviting the active participation of visitors, a totally interactive experience discovering the origins of green hydrogen.

From the stars to the Earth, through the new Iris Ceramica Group production site, and to the creation of the **world’s most sustainable surfaces: 4D Ceramics**.

The concept “Shaping the future” is the guiding thread linking Cersaie with the showrooms of the Group’s Brands, bringing life to a **multi-site event**: a choral symphony in which each of the companies in the Iris Ceramica Group interprets this theme, showing one of its “aesthetic personalities”. The three **“Mirror Cube”** installations engage the visitors in a video-immersive experience that takes them into an imaginary world, amplified by the mirrored walls with a kaleidoscopic effect. The related **“Sustainable conviviality”** events are organised respecting the environment and its resources, with particular attention to recycling.

THE EXHIBITION PROJECT

The fair exhibition space is designed entirely to express the values of sustainability and respect for humans and the environment that have inspired the Group for over 60 years. The welcome square is an airy space, designed as a meeting point, a place for regenerating the spirit, to the advantage of personal well-being, also thanks to the presence of eco-active **Active Surfaces®** coverings with their antibacterial, antiviral, anti-pollution, anti-odour and self-cleaning properties.

The lines describing the spaces are essential and harmonious, an explicit reference to balance and classic proportions. In the background, an amphitheatre embraces and encloses the central installation, to which the visitors’ attention is drawn. The central architectural elements symbolically represent the Sun and water, metaphorically joined in a maxi-format interactive video show: here the reference is to the renewable energy sources used in the production cycle at the new **H2Factory™, the world’s first ceramics factory powered by green hydrogen** which will start operation by the end of 2022. The exhibition continues with a 4-step interactive path, created around a succession of conceptual totems helping visitors to discover the wonders hidden behind the birth of green hydrogen and its use: from the warmth of the Sun to the Earth, from rainwater to electrolysis and the circularity of the whole cloud-to-cloud production process.

A scientific experience to live first-hand, of which every visitor, both really and virtually, becomes an active

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part, with the possibility to activate the natural and technological processes with the airy wave of the hand. The exhibition is completed with the touch surfaces applied to coverings and furnishing which, when lightly touched, allow the user to discover another Iris Ceramica Group innovation, **Hypertouch**, used to control automations and electrical devices.

Finally, in the showrooms the technological research for re-engineering ceramics is expressed also in the new **backlit surfaces**, of which some of the most attractive examples are on show for the first time. A distinguishing feature of this last innovation is its ability to create warm, captivating spaces, enhancing the beauty and purity of the materials. The surfaces on display, made using pure and precious raw materials, are backlit using sophisticated LED lights with brightness control - ensuring the sustainability and compatibility of the materials - and create lighting with warm shades that can become a furnishing element around which to build interior design projects.

H2 FACTORY™

The showroom becomes a stage for narrating the world's first ceramics factory powered by green hydrogen. A project that represents another concrete action the Company is undertaking with a view to continuing to strive for a more sustainable future, improving the well-being of both people and the environments they live in. **The green hydrogen-powered ceramics factory has a name and an unmistakable iconography: H2 Factory™** is the Proper Name chosen carefully to uniquely define the first example of industrial eco-innovation in the ceramics sector. **With its production site powered by green hydrogen, Iris Ceramica Group will be inaugurating a new manufacturing standard, creating an industrial process with no baseline for comparison and paving the way for a unique sustainable production model.** The H2 FACTORY™ logo is deliberately shaped in an industrial style, and the colours chromatically represent the choice of using renewable sources: solar energy combined with rainwater translates into the yellow and pale blue that together create green, for **green hydrogen**.

4D CERAMICS

Iris Ceramica Group's research into technological innovation has taken another step forward in the re-engineering of ceramics, taking the material to a higher and totally unique level of development. The Iris Ceramica Group Full-body technology has been further developed, bringing life to a technologically advanced surface with no rivals on the market.

Iris Ceramica Group has taken ceramics to a new dimension: 4D, the world's most sustainable ceramics. As in nature, the 4D ceramic surface comes from stratification, and becomes granitic. Solid as a rock, composed of natural minerals, using a green hydrogen production process developed by Iris Ceramica Group, it withholds in its 20mm thickness all its history and the elements from which life originates: water, fire and earth.

And so, a living surface is born, made from the same substance the Universe is made from. A surface with a soul, the same **sustainable soul** that Iris Ceramica Group is renowned for: **the fourth dimension embraces the Group's values, impressed in the body of matter.**

To the eye, 4D ceramics maintains the same surface decoration throughout the thickness, recreating natural grains, colour shades, geometric patterns and totally eliminating any distinction between the surface and the edge.



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Among the Iris Ceramica Group brands, **SapienStone** – specialised in the application of ceramic surfaces as an interior design element - is best able to translate the expressive potential of 4D ceramics, blazing a new trail for talking about furnishing.

With **Shaping the Future**, Iris Ceramica Group offers a concrete expression of an action in progress, and of the values of sustainability and the pioneering spirit that has always guided and inspired its business project right from the start.

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